

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 14, 1984

a Benn publication

Profit formula  
heads for  
Review Panel

FP scheme in  
pharmacies to  
go national?

Prescription  
monitoring  
can cut drug  
costs

Pills, potions  
and physic in  
19th century

Pharmacists  
and minor  
ailments:  
research into  
doctors' views

## APPEARANCES MATTER

...and Simple are making plenty of them in 1984.

In the places that matter, where your customers will see them – on Television, in the National Press, and in the

top Women's Magazines.

When you're checking stock levels, make sure you make space for Simple, and we'll fill the spaces in the cash register.

The answer is...

# Simple





# It's not just the quality of our vitamins that will keep people coming back for more



Given Evans reputation for high quality products, it probably won't surprise you that our new range of vitamin capsules – designed to meet the needs of the family – have been formulated with all the care and attention that you have come to expect from Evans.

What may surprise you – despite Evans reputation for competitive pricing – is just how little they cost.

There's a simple, sensible reason for this.

We believe that a lot of people who understand the value of vitamins – and the benefit of persevering with a course – are being put off by price. The new Evans range provides you with an ideal opportunity to reach this untapped sector of the market.

All you have to do is call a local wholesaler and order in the usual way.



## QUALITY DRUGS, WHOLESALÉ SENSE.

# CHEMIST DRUGGIST

Incorporating Retail Chemist

## CONTENTS

January 14, 1984  
Volume 221 No 5402  
125th year of publication  
ISSN 0009-3033  
**Editor/Publisher:**  
Ronald Salmon MPS  
**Deputy Editor:**  
John Skelton BPharm, MPS  
**Beauty Editor:**  
Liz Platts BA  
**Technical Editor:**  
Patrick Grice BPharm, MPS  
**Contributing Editor:**  
Adrienne deMont BPharm, MPS  
**Editorial Assistants:**  
Paul Slade BA  
Steven Titmarsh BPharm, MPS  
**Art Editor:** John Clement  
**Price List Controller:** Colin Simpson  
**Director:** James Lear  
**Advertisement Manager:** Peter Nicholls JP  
**Assistant Advertisement Manager:**  
Doug Mytton  
**Production:** Shirley Wilson  
**Published Saturdays**  
**by Benn Publications Ltd**  
Sovereign Way, Tonbridge, Kent TN9 1RW  
Telephone. 0732 364422 Telex: 95132  
**Subscription:**  
Home £46 per annum including postage  
95p per copy (postage extra)  
**ABC** Member of the Audit  
Bureau of Circulations  
**Regional advertisement offices:**  
Midlands: 240-244 Stratford Road, Shirley,  
Sothull, W. Midlands B90 3AE  
021-744 4427  
North East and North West  
491 Chester Road, Old Trafford  
Manchester M16 9HF 061-872 5151  
West Country & South Wales,  
16 Badminton Road, Downend, Bristol  
BS16 6BQ 0272 564827  
**Benn**

### Profit formula heads for Review Panel

Kenneth Clarke says this is quickest way to resolve the dispute

48

### Drug costs can be cut by script monitoring

Survey by Royal College of General Practitioners

49

### Pharmacy FP scheme to go national?

FPA pleased with pilot trial

51

### Company outlook

A look at S&N's consumer products progress

68

### The life and times of a 19th century chemist

Pills, potions and physic in Otley

75

### Practice research

Pharmacists and minor ailments

82

### Space to spare

Display of videos that's got it taped

88

### People

Including a pharmacist poet and a wholesaler who's game for a laugh

99

Comment 47

Topical reflections by Xrayser 54

Prescription specialities 57

Speciality briefs 57,58

Counterpoints 58

Letters 90

Business news 92

Coming events 94

Classified advertisements 95

Appointments 98

## COMMENT

The pharmaceutical industry may be forgiven if they believe in the truth of an Orwellian 1984. Big Brother and

Big Sister are all around, and the year has begun with yet another threat to their prosperity through generic prescribing.

The Royal College of General Practitioners this week published (p49) the results of a two-year study and has shown, perhaps not surprisingly, that when GPs can be made fully aware of their prescribing habits, and be further educated about the economics of the process, they are able to reduce their prescribing costs, partly by means of more generic prescribing.

It is all very laudable, and only goes to prove in practice what has been stated as theory many times before — most recently in the February 1983 report of the Greenfield Working Party and by the Government.

The problem is that the industry is being squeezed from both sides. Politicians, the professions and the Press are all pushing for generic prescribing or substitution — not because the generic is considered superior to the branded product (and therefore in the patient's best interest), but because it is usually cheaper. Yet the Government controls brand prices, and the differentials between brands and generics is accounted for by the costs of research re-investment, promotion of the brand name to prescribers, and the higher profits rightly expected by investors in "risk" companies compared with those backing the "safe bet" generic producers. And, of course, the Government has recently amply demonstrated its willingness to exercise its considerable powers in all these areas.

Taking things to their logical conclusion, prescribers would stick to out-of-patent drugs and prescribe by the generic name in

all but the most exceptional circumstances — such as when a therapy becomes available for a previously untreatable condition. That would mean advance by quantum leap rather than the leapfrogging process which has produced most material for the therapeutic revolution of recent decades. But commercial risk capital would not be forthcoming in such an environment. Is that really the aim?

Clearly there is something wrong with a system which encourages an industry to invest, praises it when it succeeds, tightly controls its sales promotion and profits — then does its best to negate all that has been achieved. If doctors want an ever-improving armamentarium, they must continue to support the industry's products — and leave it to the Government to ensure the NHS pays reasonable prices.



# Profit formula to go to Review Panel

**The net profit margin formula is to be referred by Minister for Health Kenneth Clarke to the Pharmacy Review Panel.**

In a letter to the chairman of the Pharmaceutical Services Negotiating Committee, David Sharpe, he says: "...our respective positions [on net profit margin formula] have altered little over the last 12 months and the quickest way of resolving the difficulty is once again to refer the issue to the Pharmacy Review Panel."

PSNC reported last November that the Government was proposing to cut back the profit margin from 16p to 8p from this month. Mr Alan Smith, chief executive PSNC, at the launch of a public relations campaign to defend the profit margin (*C&D*, November 19, 1982, p908), said further cuts would put the pharmaceutical services in jeopardy — more pharmacies would close down and patients would suffer.

Mr Peter Braban of Braban Public

Relations, who has been co-ordinating the PSNC "PR" campaign, says it has been the most successful ever run by PSNC in terms of column inches in the Press and coverage on local radio and on television. Contractors had responded very well in writing to MPs and in getting local coverage: "They have got off their backsides and done something."

The campaign is to continue with a series of regional Press conferences, the first of which is on February 6 at the Holiday Inn, Birmingham.

Mr Braban says PSNC would not be lulled into a sense of false security by the Ministerial announcement.

Christmas and New Year have seen mentions of the campaign in the *Sheffield Morning Telegraph*, *Leatherhead Advertiser*, *Derbyshire Evening Telegraph*, *Dorking Advertiser*, *Caterham Times & Weekly Press*, and the *Horley Advertiser*.

For previous details of Press coverage see *C&D* December 3, p1014 and December 10, p1050.

## MIND to set matters right?

**The prescribing of tranquillisers by GPs is coming under close scrutiny in a joint project by BBC's "That's Life" programme and MIND, the National Association for Mental Health.**

MIND has sent out 3,000 questionnaires to viewers who wrote in to "That's Life" after the programme gave air time to three people who had trouble coming off benzodiazepines.

The questionnaire, with some 300 questions, is being processed by Barclays Bank, and asks details of family background and finances, housing conditions, what problem was taken to the doctor in the first place, and whether a prescription was

expected. The questionnaire also looks at the patients' relationship with their doctors, how long they were on medication and their attitude towards it.

Mr Roger Lacey, assistant director of MIND, told *C&D*: "One of the things we have found is that people are given very little information on the nature of the prescription. Perhaps the chemist might have an important role to play in giving information. It is quite clear to us that doctors, for whatever reason, are not giving advice and information."

BBC Publications are planning to publish the results of the survey in November, and Mr Lacey anticipates a "That's Life" special on tranquillisers.

MIND will be campaigning for the introduction of patient package inserts in the UK in 1984, says Mr Lacey, and are about to publish an information sheet on benzodiazepines for the general public.

## Label problems

Examples of "parallel import" medicines labelled in a foreign language, and dispensed to fill GPs' prescriptions, appear in the medical Press this week.

The medical newspaper *Pulse* carries the picture of an instruction leaflet from a

bottle of Amoxil syrup, recently dispensed in Buckinghamshire, and written in Greek.

A Birmingham GP is reported to have complained to his FPC after one patient was unable to understand the directions on a tube of dienestrol cream. The explanatory leaflet was in German and French. Ventolin inhalers have also been dispensed, with French instructions.

## ANP holds back on BPA action

**The Association of New Pharmacies is refraining from instituting court proceedings against the Pharmaceutical Services Negotiating Committee over Basic Practice Allowance for the time being.**

The Association is waiting until both PSNC and the Department of Health have clarified their respective positions over plans to increase BPA.

The ANP was set to institute High Court proceedings against PSNC back in October last year (see *C&D*, October 8, p617). It had received advice from its counsel on the April conference decision by LPC delegates to implement a one-tier £5,000 BPA.

The Department of Health then told PSNC that it could not discuss the matter until the result of the Binder, Hamlyn inquiry into family practitioner service costs is known — this is still not known.

However any attempt by PSNC and the DHSS to impose a BPA, increased at the expense of on cost, would result in an immediate response through the courts, assistant secretary Mr H.R. Patel told *C&D*. □ The judicial review of discounting being sought by the Post-1980 Contractors Committee is provisionally scheduled for February 9 and 10.

## New BP (Vet)

**The British Pharmacopoeia Commission is to publish a new veterinary edition early in 1985.**

The requirements of the Pharmacopoeia become effective six months after publication. Under the Medicines Act it is an offence to sell or supply a medicinal product in the UK if it does not comply with the standards specified in BP monographs.

A definitive list of products on which monographs will be written will be issued in June. This includes some entirely new entries, as well as those carried forward from the 1977 edition. Information on the pharmacological actions and uses of veterinary preparations, together with dosage guidance, will be given in a separate section. Entries in the section will be arranged alphabetically according to ingredient.

Information on any proposed standard may be obtained from *Secretary and Scientific Director, BP Commission, Market Towers, 1 Nine Elms Lane, London SW8 5NW* (enclose A4 sae).



## Monitoring scripts can cut drug costs

**Financial savings by generic prescribing of just six drugs could reduce a doctor's prescribing costs by more than £1,000 a year, according to a report from the Royal College of General Practitioners.**

General practitioners considerably alter their habits when they learn exactly what they are prescribing, and are given the opportunity to discuss the implications with other doctors, the report shows.

Dr Conrad Harris, head of general practice at St Mary's Hospital, London and an author of the report, says the potential savings on a national scale could exceed £60m. A randomly selected group of GPs — the study group — had 5.7 per cent fewer prescriptions per 1,000 patients

dispensed in the last month of the study than would have been expected, at a cost of £0.19 less per item: a self-selected group of doctors had 12.8 per cent fewer prescriptions per 1,000 patients at £0.05 less than expected.

The projected savings form the two groups for the last month alone amounted to around £11,500, says the report. Dr Harris noted ironically that the Department of Health had saved far more from the study than it had cost to have the report printed.

Not only did doctors in the study group prescribe less, but they also prescribed more generically, moved towards cheaper equivalent drugs and were more resistant to prescribing new expensive drugs.

Older doctors changed their prescribing habits more than the younger ones, perhaps because they needed to change more, said Dr Harris. They reduced prescribing by a "staggering" 37 per cent, as against 16 per cent for younger doctors. Their costs went down by 7 per cent while those of younger doctors went up by 8 per cent (these figures do not take account of inflation).

Older doctors, starting well below the national average, more than doubled their generic prescribing. The younger doctors were just about average. By the end of the study both sets were equal, and more than 25 per cent above average.

The "big six" drugs on which money could be saved by prescribing generically were Mogadon (Roche), Valium (Roche), Indocid (MSD), Aldomet (MSD), Lasix (Hoechst) and Inderal (ICI). However Dr Harris did point out that the study was carried out during 1979-80, and the situation has changed since then.

Some of the changes brought about by encouraging generic prescribing were dramatic. In the study group Mogadon fell from being the most frequently dispensed drug to 26th position, and nitrazepam rose from 36th to first. The cost per 1,000 patients for Mogadon fell from £8 to £1.50; for nitrazepam it rose from £0.60 to £4.40.

Valium fell from being fourth most frequently dispensed drug to 85th — diazepam rose from 34 to four. Costs for Valium dropped from £5.30 to £0.70 and for diazepam rose from £0.30 to £1.50.

Dr Harris believes in the approach of the Greenfield Report, and says substitution by the pharmacist should be allowed provided the GP has not specifically indicated otherwise.

The study was carried out in the FPC areas of Kensington, Chelsea and Westminster, and Camden and Islington, and involved 59 practices. The Prescription Pricing Authority provided regular detailed listings of doctors' prescriptions (PD8s), which were analysed, sent out and discussed at group meetings. Each PD8 shows the list size of the practice and the use by doctors of the 21 major therapeutic classes of drugs, dressings and appliances.

A follow-up study conducted in November 1982 showed that by and large doctors tended to go back to how they were, said Dr Harris. "However it was possible to see some persisting change — one thing that has stuck is generic prescribing" ("Prescribing — a suitable case for treatment." Occasional paper 24. Available from RCGP Publications Sales Office, 8 Queen Street, Edinburgh EH2 1JE. £3.75 inc postage.)

## Vitamins — a waste of money

**Don't waste your money on vitamin pills says a report in the latest issue of the consumer magazine Which?**

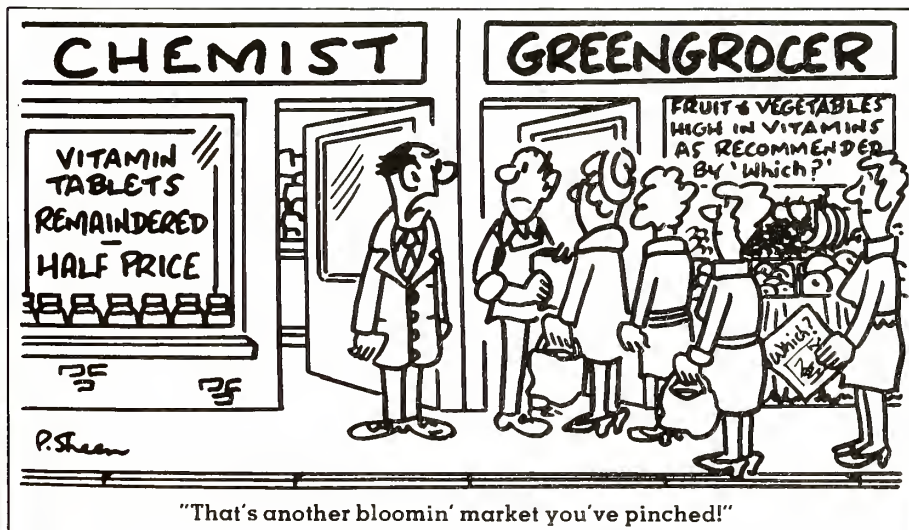
But if you are buying vitamins it is most sensible to buy a multivitamin, and you are unlikely to find one cheaper than Vitamins BPC (£2.50 for 250) available from any pharmacist, says the report.

Sales of vitamin preparations have trebled over the last five years and sales last year reach around £45m. *Which?* set out to find the best value out of the hundreds of

brands available, but ends up concluding: "None of them. Don't waste your money. You should get all the vitamins you need from the food you eat."

One in five of the 1,400 people surveyed in the report had bought some form of vitamin supplement in the last three years. Almost half the pill buyers said they were taking the tablets to compensate for feeling tired or run-down. Almost a quarter thought they were protecting themselves against illness.

The report acknowledges that there are certain groups of people who do have a special need. But few people go short of vitamins in the Western World, and a vitamins diet guide is included in the article for those who feel they may not be getting a balanced diet.



"That's another bloomin' market you've pinched!"

## Dr Tarnesby

The Secretary for Social Services, with effect from December 7 last year, has prohibited Dr Herman Peter Tarnesby of 43 Devonshire Street, London W1, from prescribing, administering and supplying and from authorising the administration of any Controlled Drug within the meaning of the Misuse of Drugs Act 1971



# 6 reasons to award yourself the S.R.M.

- 1.** Special Recipe is a delicious new chocolate made specially for your diabetic *and* other diet-conscious customers.
- 2.** It looks and tastes just like ordinary chocolate.
- 3.** It contains less calories and carbohydrate than ordinary chocolate.
- 4.** Sweetened with fruit sugar, Special Recipe contains no sorbitol and is the *only* chocolate to comply with the new dietary guidelines of the British Diabetic Association.
- 5.** We are supporting Special Recipe with £250,000 in the women's general interest and slimming press and at the point of sale.
- 6.** So it's set to expand the £13m diabetic *and* £400m health food market. One final reason to stock up. In six delicious recipes. From your usual wholesaler NOW.



**S**pecial Recipe

*... for secret chocolate eaters*



## FP scheme to go national

**A scheme in which free family planning information is issued through pharmacies is likely to go national later this year.**

A trial project — in which free literature and advice were given through 700 pharmacies for three months last year — may be extended, according to a spokeswoman from the Family Planning Association. The project, organised by the FPA and the Pharmaceutical Society, was funded by a Health Education Council grant which has set aside a "substantial allocation" for the

scheme to continue another two years.

The pharmacies in the trial were given display packs, FPA leaflets on different methods of contraception and window stickers drawing attention to the service. They were asked to complete questionnaires on how many leaflets were distributed and how many family planning inquiries received. The results of the trial are still being assembled and a report is expected in June.

The FPA spokeswoman explained that it would be decided later this year how the scheme would continue; it might be extended area by area or on a self-selection basis. The FPA had been pleased with the response and impressed by the "level of professionalism" of the pharmacists taking part, she said.

## More regional NHS funds?

**Mr Norman Fowler, Secretary for Social Services, has outlined how the Government intends to distribute additional resources to the NHS regions in 1984-85.**

These resources include the £400 million increase in spending on hospital and community health services announced last Autumn (*C&D*, November 26, 1983, p966) which provide scope for real growth of some 1 per cent. Some regions will receive real increases of up to 1.9 per cent — Northern, Yorkshire, Trent, East Anglian, Wessex, Oxford, South-Western, West Midlands, North-Western and Mersey. The

Thames regions, already "relatively well-provided," are being asked to develop their services by good management but are not being required to reduce resources.

All health authorities will have to carry out a substantial cost-improvement programme and savings made in the regions will be available to improve patient care locally. Health authorities must include manpower targets in their short-term plans, which are to be submitted to Ministers by the end of May for approval. Once agreed, the reports will form the basis for Departmental monitoring of RHAs' performance.

Mr Fowler said he would have no hesitation in rejecting plans which failed to show sufficient attention to cost-improvements or which showed any failure of manpower planning or control.



Conservative Euro-MP Dr Alexander Sherlock (left) is seen here during a recent tour of Unichem's Walthamstow warehouse. Peter Dodd, managing director, explained how member's orders are received through the branch computer. Elementary, my dear Sherlock!

## Treating acute diarrhoea

**Treatment of acute diarrhoea is reviewed in the latest *Drug and Therapeutics Bulletin*, which concludes that the first priority is to maintain the patient's hydration.**

Antimicrobial treatment is needed in only a small proportion of cases, says the *Bulletin*, and should only be used where a susceptible organism has been identified and where it is likely to shorten the course of the illness.

Antibacterial agents were widely used until it was realised last decade that they seldom helped, even when a micro-organism was involved. Recently new organisms have been recognised to cause diarrhoea which can be treated, says the *Bulletin*.

The article considers some of the situations when an antibiotic may be useful and advises on the choice. But it is often helpful to take advice from the local hospital microbiologist or infectious diseases specialist, says the *Bulletin*.

## Plastic NI cards coming

**The Department of Health is phasing in new National Insurance Numbercards.**

They will be issued first to new entrants to the insurance scheme, eg school-leavers and new immigrants, and to women who change their name on marriage. There are no plans yet to replace the cards of existing

NI number holders.

The plastic cards carry the individual's name and NI number and a magnetic strip on the back bears the same information. This machine-readable code will enable a person's social security rights and records to be retrieved without that person having to give the information every time it is needed.

## Heliotrope for cancer?

Ten years of research by Monsanto scientists has resulted in a process for extracting large amounts of a promising anti-cancer agent, indicine N-oxide, from the Indian heliotrope plant. An absorption column is used for the extraction instead of

isopropyl alcohol. The plant, a poisonous weed, is more commonly known as a livestock killer in India, Africa and Brazil.

Indicine has shown promise in initial clinical trials conducted by the US National Cancer Institute. Animal testing has proved its anti-tumour activity and a safe human dosage has been determined. Now in the second phase of clinical trials on cancer patients, the drug appears to be active against some leukaemias.

■ Regulations have been laid before Parliament prohibiting doctors from prescribing dipipanone to addicts, except under licence from the Secretary of State or in certain cases for medical treatment. The Misuse of Drugs (Notification of and Supply to Addicts) (Amendment) Regulations 1983 (SI 1983 No 1909, HMSO £0.35) come into effect on April 1.



# All Photo Great an



Malcolm Alden, Grunwick Processing Laboratories Ltd., Borehamwood.

November presented us with marvellous evidence of how relevant and important the Kodak Awards for Quality scheme has become to the whole photo-finishing industry. One of the largest laboratories in the land, Grunwick Processing Laboratories Ltd., Borehamwood won its second Gold Award for Quality this year, while the small family firm of R. H. Williams of Haverfordwest joined the ranks of the Gold Award Winners by achieving the excellence represented by the Kodak Point Standard over four consecutive months. Our congratulations to both for this achievement, and in particular to Grunwick Processing Laboratories who also achieved this accolade in July.

## THE SILVER AWARD WINNERS

We would also like to congratulate the following laboratories for maintaining the Kodak Point Standard for two months and thus winning Kodak Silver Awards for Quality.

Colourcare International, Liskeard.  
Norman Rooker Ltd., Birmingham.

## TABLE OF MERIT, NOVEMBER 1983

Colourcare International, Chester.  
Colourcare International, Liskeard.



# finishers d Small.



Ronnie Williams, R. H. Williams, Haverfordwest.

Colourcare International, Mansfield.  
Colourcare International, Mitcham.  
Colourcare International, Neath.  
Anglia Photo Works Ltd., Cambridge.  
B. Alan Freegard, Poole.  
Grunwick Processing Laboratories Ltd.,  
Borehamwood.  
Norman Rooker Ltd., Birmingham.

S. H. Shayler Ltd., Carterton.  
R. H. Williams, Haverfordwest.

## THE KODAK AWARDS FOR QUALITY

The competition is open to all independent photofinishers who use KODAK 'Ektacolor' Paper and formulated Chemicals. Kodak and its subsidiary companies are excluded.

All Photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Monitoring Service are automatically included in the scheme which runs from April to December 1983.

# Smile. It's on 'Kodak' paper.



Kodak and Ektacolor are trade marks.



## Premises up 130 in 1983

A net gain of 15 pharmacies was recorded in December 1983 by the Pharmaceutical Societies' corrections to the Register of Premises. This brings the gain for the year to 130 and the provisional total number of pharmacies at the end of 1983 to 10,961.

In December, 22 premises were opened up in England and 14 closed down; a further five opened up in London with one closure. Five pharmacies were opened in Scotland and two closed down, while one opened and one closed in Wales.

## Drug seizures reach a record

**HM Customs and Excise last year seized 71.7kg of cocaine entering the UK, the highest annual total ever and a five-fold increase over seizures in 1982. The street level value is estimated at £12.5 million.**

Seizures of all Controlled Drugs by Customs in 1983 had a total street value of £62.9m compared with the 1982 figure of £50m.

Heroin smuggling took on a more sophisticated approach, according to Customs, but efforts to combat these new tactics had had a "significant measure of success" and resulted in heroin seizures of 201.1kg in 1983 (183.2kg in 1982). The Indian sub-continent has continued to be the main source; to improve intelligence gathering a Customs investigating officer is to be posted to Pakistan where the authorities have stepped up their law enforcement activities against traffickers.

Other seizures included cannabis-herbal 10,028kg (12,603kg in 1982), resin 6,076kg (3,793kg) and liquid 20kg (28kg), morphine powder 0.46kg (2.19kg) and tablets 11 (76), amphetamine powder 12kg (2.24kg) and tablets 340 (485), opium 2.4kg (18.5kg), tablets 13.

■ The Irish Minister for Health is proposing to introduce new Regulations controlling the supply of contraceptives in the Republic.

At present these items are available on prescription only to married couples. Press reports suggest the Minister will take a more liberal attitude although no plans have been officially announced apart from a suggestion that family planning services might be established through clinics run by the eight health boards.

## Direct sell?

I'm sure we are all fascinated to learn that Philip Bunting, a community pharmacist, is a distributor of food supplements made by Nutrilite — in his spare time. Bully for him! Noble, really, to want to give up such time as could be spent taking the kids out, or sailing, or drinking, or otherwise enjoying the fruits of his labour, to sell vitamins and minerals "direct".

My off-licence manager sells double glazing and vitamins. The wife of the estate agent sells slimming aids and Tupperware, while my bank manager bangs on doors at night selling a particular brand of spiritual health for the life hereafter. The car salesman tries to sell me insurance.

But, when I feel I want a particular service, I make inquiries of those who specialise in that service. I resent unasked-for offers to sell me anything. But, unlike most of the population, I am untroubled by the gentle courtesy which makes it hard for some to refuse a request, when couched by the skilled and often brainwashed salesman, be he or she professional or merely an enthusiastic amateur.

Let me quote the last paragraph of Mr Bunting's letter: "The distributors of Nutrilite products are not trying to tell people that they need food supplements [No?] — the ultimate decision is the customer's, and rightly so [So they have to make a decision, do they? On what criteria and evidence of deficiency?]. The products are being sold as a nutritional insurance, which makes sense". I would call this a classic example of "fear" selling. If you don't buy it you won't stay well. My feeling is that the community pharmacist should make an adequate and satisfying living during the hours of service, when he can advise those who ask for guidance, and sell them products if there is a need, from the range he has chosen to stock. Hawking the goods round the community after work is not for me.

## Option forms

There was a very curious statement in *C&D* last week about advice being given to doctor members of dispensing sub-committees by the General Medical Services Committee of the BMA. It concerns the difficulty which some dispensing sub-committees are having over the appropriate form for the option form. Apparently some pharmacist members maintain that each member of a family who is an adult, ie not being a dependent child, should sign a form requesting the doctor to dispense for him.

The advice being given (to doctor

member of DSC's) is that, subject to regulation 18, regulation 14 of the NHS (GMP) regs of 1974 says: "Application to a doctor for inclusion on his list shall be made by delivering to the doctor a medical card, or a form of application signed (in either case) by that person or a person authorised on his behalf".

What exactly does this mean? I have not got a copy of the 1974 regulation, but I think it is suggesting that a patient may be accepted by a doctor on his list by an application signed by the patient or proxy.

It was agreed in the amendments of the 1983 Regulations that where a patient wants the doctor to dispense his request should be in writing. And it is recommended it should be in the form specified in the annex to section IV, which illustrates a form virtually identical to the old 1962 one, and which has space for the name of one person and his signature. Nowhere is there mentioned the possibility of anyone else signing this form on behalf of the person, except in the clearly laid out exceptions dealing with minors or those in care.

The amendments also state that any alternative form proposed has to be unanimously approved by the DSC.

My understanding is that it was this very point which held up Clothier for four years and was fundamental to our acceptance. Are the doctors now trying to say that anyone can sign a whole family onto a list by means of a proxy signature? Surely not, but if there is any doubt, cannot Clothier himself or the DHSS give a simple clear ruling that one form per patient, signed by the patient personally, is the fundamental basis of the whole painfully worked out agreement? I thought the pain was over.

## Nuffield

Working parties are being set up to prepare evidence to the Nuffield inquiry. I am concerned at the weakness of the group which is to discuss the retail sector of our profession, and apparently I am not alone. The thing is, what are we to do about it? May I suggest the National Pharmaceutical Association sponsors half-a-dozen of the brightest among us to examine a future in which the contract will be held by the pharmacist, and the direction in which this is likely to lead us. The Pharmaceutical Services Negotiating Committee might also be able to provide most useful data (in their spare time of course). Three people of proven value, but working voluntarily, even one day a week, cannot research a project such as the future shape of our profession by themselves. It needs an active forum and a couple of full timers. How about putting the logo money towards it?



# NUMBER 1

## NO1 IN SALES

VASELINE Intensive Care Lotion leads the Hand Cream and Lotions market in both brandshare and rate of sale.



## NO1 IN GROWTH

Product sales of Regular and Fresh Herbal varieties grew by 25% in 1983.

New Extra Strength VASELINE Intensive Care Lotion formulated to heal problem skin will produce even more sales growth in 1984.

## NO1 WITH THE CONSUMER

Consumers rate the product number one in all major attribute areas:

- for ease of absorption,
- for effective skin treatment,
- for use on dry skin.

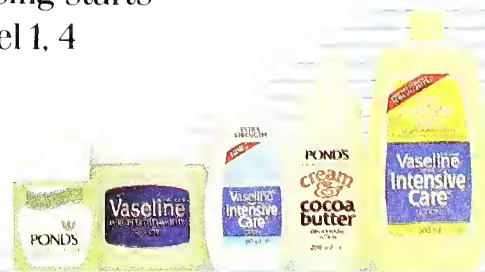


**£1.6**  
**MILLION**  
**NATIONAL TV**  
**ADVERTISING**

## NO1 IN ADVERTISING

The highest spend ever seen in this market!

10 weeks of TV advertising starts the campaign, (Channel 1, 4 and TV-AM) from January 23rd.



**VASELINE INTENSIVE CARE LOTION**  
**NO.1 AND WORKING HARDER**  
**CHECK YOUR STOCKS NOW**

**Chesebrough-Pond's Ltd.**

*Skin Care Business Builders*



An important announcement on head louse eradication

# The EFFECTIVE alternative to lotions

Carbaryl is the only human insecticide without a single reported case of louse resistance.

For head louse eradication, carbaryl is available in lotion and shampoo form. However, some people – especially those who cannot tolerate the pungent smell, or have a sensitive skin – find lotions unpleasant or impossible to use.

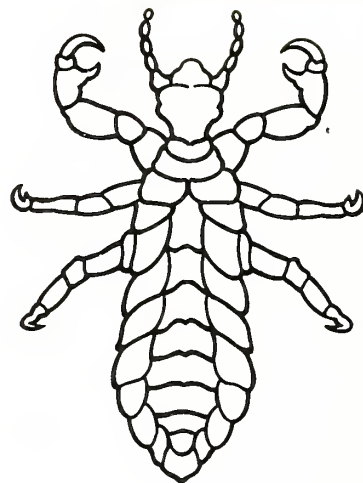
An effective and pleasant-to-use alternative to lotion treatments is Suleo-C shampoo with carbaryl. Incorrect use of insecticides, however, not only results in treatment failure, but may encourage the emergence of resistant strains of head louse.

It is therefore vital that users be firmly encouraged to follow precisely the instructions in every pack of Suleo-C shampoo.



# SULEO-C shampoo

with carbaryl 0.5% w/w



## Pleasant to use for all the family

Another guaranteed product from International Laboratories, Wilsom Road, Alton, Hants GU34 2TJ



## Fenbid caps

**Manufacturer** Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY

**Description** Opaque, maroon capsules, opaque pink-capped, containing off-white pellets. Each capsule contains 300mg ibuprofen in a sustained-release formulation

**Indications** Rheumatoid arthritis, osteoarthritis, ankylosing spondylitis and other seronegative (non-rheumatoid) arthropathies. Also periarticular disorders such as bursitis, capsulitis of the shoulder, tendinitis, tenosynovitis and for relief of mild to moderate pain in strains, low back pain, dysmenorrhea, dental and post-operative pain

**Dosage** *Adults and children over 12 years:* Usual starting dose is two capsules morning and evening. May be increased to three capsules twice daily until the acute phase is controlled. Maintenance dose is one or two capsules twice daily. The capsules should not be sucked or chewed as this destroys the sustained release properties. Providing this is ensured the contents may be sprinkled onto a spoonful of soft food, yoghurt or similar substance, for those with difficulty in swallowing the capsules.

**Contraindications** Active peptic ulcer

**Precautions** Use with caution in patients with gastrointestinal disease, but may be tolerated by patients intolerant to other anti-rheumatic drugs. Bronchospasm may be precipitated in patients suffering from, or with a history of bronchial asthma or allergic disease. Should be avoided in pregnancy or lactation unless essential. Traces of ibuprofen have been detected in breast milk but no adverse effects have been reported. Adverse reactions are similar to other preparations of ibuprofen

**Packs** 120 capsules (£8.40 trade)

**Supply restrictions** Prescription only

**Issued** January 1984

## TriNovum tabs

**Manufacturer** Ortho-Cilag Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks

**Description** Quarter inch diameter, circular tablets with flat faces and bevelled edges engraved on each face as follows: seven white tablets each contain 0.5mg norethisterone and 35mcg ethinyloestradiol engraved "C535"; seven light peach tablets each contain 0.75mg norethisterone and 35mcg ethinyloestradiol engraved "C735"; seven peach tablets each contain 1mg norethisterone and 35mcg ethinyloestradiol engraved "C135"

**Indications** Contraception and recognised

indications for such oestrogen/progestogen combinations

**Dosage** The basic dosage regimen is a 28-day cycle of one tablet daily for 21 days and followed by seven tablet-free days. For initial therapy the first white tablet is taken on the first day of the menstrual cycle counting the first day of bleeding as day one. A white tablet is taken every day for seven days, then a light peach tablet for seven days, followed by a peach tablet for seven days. See manufacturer's data sheet for other dosage details

**Contraindications, warnings etc** As for other oestrogen/progestogen contraceptives. See manufacturer's data sheet

**Pharmaceutical precautions** Protect from light

**Packs** Carton of three pushpacks each of 21 tablets (£2.55 trade)

**Supply restrictions** Prescription only

**Issued** January 1984

## Solvazinc tabs

**Manufacturer** Thames Laboratories Ltd, Thames Building, 206 Upper Richmond Road West, London SW14 8AH

**Description** White to faintly yellow flat effervescent tablet containing zinc sulphate 200mg corresponding to 45mg Zn<sup>2+</sup>

**Indications** Zinc deficiency which should be demonstrated before treatment

**Dosage** *Adults and children over 30kg:* One dissolved in water once to three times daily after meals. *Children 10 to 30kg:* Half a tablet dissolved in water once to three times daily after meals. *Children less than 10kg:* half a tablet once daily after meal

**Contraindications, warnings etc** Zinc may inhibit absorption of concurrently administered tetracyclines; when both are given an interval of at least three hours should be allowed. Zinc accumulation could occur in renal failure

**Pharmaceutical precautions** The tablets must be protected from moisture. A desiccant capsule is included in the tube cap. The tablets must be dissolved in water before taking

**Packs** Carton of three tubes of 30 tablets (£9 trade)

**Supply restrictions** Pharmacy only

**Issued** January 1984

## Zovirax cream

**Manufacturer** The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire

**Description** White, containing 5 per cent w/w acyclovir in an aqueous cream base

**Indications** Herpes simplex virus infections of the skin including initial and recurrent genital herpes and herpes labialis

**Administration** Should be applied five times daily at approximately four hourly intervals for five days. May be continued for a further five days if healing is not complete. Therapy should begin as soon as possible after the start of infection, and for recurrent episodes this should be during the prodromal period or when lesions first appear

**Contraindications** Hypersensitivity to propylene glycol and to acyclovir

**Precautions** Effects on human fertility are unknown

**Side effects** Transient burning or stinging may follow application. Erythema or mild drying and flaking of the skin have been reported in some patients

**Packs** Tubes of 2g (£4.86 trade) and 10g (£14.66 trade)

**Supply restrictions** Prescription only

**Issued** January 1984

## BRIEFS

**ACBS addition:** Cliniteed Favour has been added to the list of borderline substances and may be prescribed for: Short bowel syndrome, intractable malabsorption; pre-operative preparation of patients who are undernourished; those with proven inflammatory bowel disease; treatment following total gastrectomy and dysphagia; bowel fistulae. It is not suitable as a sole source of nutrition for older children, and is unsuitable for all infants under one year. *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF.*

**Isoket tablets:** Sanol Schwarz Pharmaceuticals have introduced Isoket tablets available in 5mg, 10mg and 20mg strengths (500, £6, £7.50 and £12 trade respectively). The tablets are indicated for the treatment of angina pectoris and management of severe congestive heart failure. *Sanol Schwarz Pharmaceuticals Ltd, The Limes, 130 High Street, Chesham, Bucks HP5 1EF*

**APS generics:** Approved Prescription Services have added trimethoprim and metformin tablets to their generic's range. Trimethoprim tablets are available in 100mg (100, £4.85; 500, £20.75 trade) and 200mg (100, £8.85; 500, £35.95 trade) strengths. Metformin tablets are available in 500mg strength (500, £11.95 trade). *Approved Prescription Services Ltd, PO Box 15, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ*

**500ml Tagamet:** A 500ml bottle of Tagamet syrup (£20.43 trade) is to replace the 200ml bottle which will be phased out once stocks are exhausted. *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*  
*more Speciality Briefs on p58*



## Image update for Kotex

Kimberly-Clark are relaunching Kotex Simplicity, brand leader in the press-on towel sector of the sanpro market. And a £650,000 radio and women's Press campaign will introduce New Simplicity to the consumer with the theme "Now the safe towel is even more comfortable".

The launch follows three years of research and an investment of more than £2m marking "one of the most important developments in the press-on towel sector since the brand was launched 10 years ago." It has always been our policy, says the company, to ensure that we have the best possible product before entering any market. That is why, although Simplicity was not the first press-on towel to be launched in this country, it has steadily grown to become the undisputed brand leader.

Greater absorbency is provided



following improvements to the double layer construction — the bottom layer is now compressed — while rounded, tapering ends ensure even more comfort and discretion, say K-C. Other improvements include a softer stay-dry cover and, for added security, a third adhesive strip has been added. An opaque polybaffle gives the towel a more hygienic underside.

Packaging carries the line "Extra comfort, softer shape" to convey details of the improvements and the word "new" will now precede the Simplicity brand name. Subtle changes in pack design gives the brand a warmer, more feminine "look".

K-C predict New Simplicity will further help accelerate the trend from traditional looped towels to press-on products. Looped towels nowadays account for only 13 per cent of sales compared with 82 per cent 10

years ago. Alvin Shaw, product manager says it is noticeable that Dr White's are getting fewer facings where retailers are noticing that sales are slower.

K-C believe that having a strong press-on towel will give them leverage into the tampon and secondary protection market. *Kimberly-Clark, Larkfield, Nr Maidstone, Kent.*

## Cash back from Lilia-White

Lilia-White are offering up to £2 cash refunds on Tendasoft Panty Pads and Lil-lets tampons. The promotions, "£2 free" on Tendasoft and "cashclaim" on Lil-lets, offer money back in return for proofs-of-purchase.

Three feather symbols from Panty Pad packs have a cash back value of £1, while five have a value of £2. The "cashclaim" tokens flashed on packs of Lil-lets can also be exchanged — four for £1 or six for £2. One token will be flashed on packs of 20s and two on packs of 40s.

With Tendasoft consumers will also receive a free cotton and polyester towel holder with water-proof lining.

A total of £250,000 has been allocated for this, the biggest promotion ever mounted on Panty Pads. Ten half-page insertions will run in the *Sun* and *Daily Mail* Sunday magazine, *TV Times*, *Woman's Own* and *You*, commencing January 23 for one month. The offer will also be supported by POS leaflets, and is open until May 31.

The "cashclaim" offer, currently running, continues for two months, and is the start of a 1984 £2¼m advertising and promotional campaign for Lil-lets. *Lilia-White Ltd, Alum Rock Road, Birmingham.*

Mrs Joan Barcroft, MPS, of Wainwright Ltd, Hampshire, receives her prize of a week's holiday for two in Jamaica, from Tampax southern area manager Ed Deacon and sales representative Jenny Jamieson. More prizes have still to be won in the "Jamaica free" competition which closes in July.



## Angiers now chemist only

Angiers junior aspirin is to be sold only through chemists, and will no longer be supplied to the grocery trade.

Bristol-Myers see the transfer of the product to their pharmacy salesforce as an indication of their commitment to retail pharmacy. *Bristol-Myers Pharmacare, Station Road, Langley, Slough SL3 6EB.*

## Timotei offer

Elida Gibbs are offering a 250ml pack of Timotei for the price of a 200ml pack (around £0.68) while stocks last. The shampoo will also be backed by television advertising of over £½m and a supporting media campaign. A new 30-second commercial — "dappled horse" will be used. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## SPECIALITY BRIEFS

**Psorex credit:** Psorox ointment has recently been discontinued and stocks may be returned to Fisons for credit. A reformulated product may be introduced in the near future, says *Fisons plc, pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

**Somnite diluent:** Somnite suspension may be diluted to a maximum of 1 in 5 with syrup BP (preserved). The syrup must have a preservative content of 0.1 per cent, (range 0.09 to 0.11 per cent w/v) calculated as the sodium esters of hydroxybenzoic acid. The shelf life of the diluted suspension is not more than 14 days. *Norgine Ltd, 116 London Road, Headington, Oxford OX3*

**Prescribable catheters:** The Eschmann Folatex S pure silicone catheter is now available on prescription together with Folatex male, female and paediatric latex catheters.

Department of Health regulations have been revised to allow pure silicone catheters — which are particularly suitable for long-term catheterisation — to be prescribed on FP10. *Eschmann healthcare division, Peter Road, Lancing, West Sussex BN15 8TJ.*

Profasi 5000 iu (chorionic gonadotrophin injection) now available in packs of 10 ampoules (£26 trade). *Serono Laboratories (UK) Ltd, 2 Tewin Court, Welwyn Garden City, Herts AL7 1AU.*

*Chemist & Druggist 14 January 1984*



**The more they read  
the more Imperial Leather  
you sell.**



\* 100,000 Imperial Leather Dry Deodorants will be given away FREE via coupons in national press, with four proofs of purchase from Imperial Leather Soap.

\* And colour ads in the womens press will sell the whole Imperial Leather range.



**More in store for the 80's.**



IN 1984, THIS IS WHAT NELSONS WILL

# "Ask your pharmacist"

Can you afford to miss out on Britain's most experienced manufacturer of homoeopathic medicines?

The recent dramatic surge of public interest in alternative medicine has led to increasing consumer demand for a reputable, nationally recognised line of homoeopathic medicines.

As a pharmacist, you are in a unique position to recommend the right line to your customers.

With the Nelsons range of homoeopathic medicines you have the support of Britain's oldest and leading manufacturer of homoeopathic medicines as well as a co-ordinated line of products that will meet your customers' needs for safe, natural and effective relief for every type of ailment from the common cold to insomnia.

## TO BEES, POLLEN IS A BLESSING!

For many people pollen is a natural enemy. No illness is a natural enemy. Nelsons homoeopathic medicine offers effective relief from hay fever. Made entirely from natural substances, its active ingredients are free from unpleasant side-effects such as

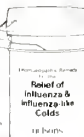


This summer ask your pharmacist for Nelsons and enjoy life just as much as the LITTLE BUZZERS!

## MARTIAN FLU?

Whatever breed of flu it is, you get that miserable run down feeling. Nelsons homoeopathic medicine helps relieve flu symptoms by reinforcing your body's natural defences. It is safe, effective and its active ingredient is completely free of side-effects.

Thousands of people have found Nelsons the natural alternative to conventional medicines. Recognised by the NHS and stocked by leading chemists and health stores.



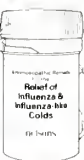
So the next time you have flu, ask your pharmacist for Nelsons the natural way to cope (with extra ferrestrals!)

nelsons

## NASTY CODES?

For those of you with nasty colds, here's a little side-path. Now, here's an answer. Nelsons homoeopathic medicine helps relieve cold symptoms by reinforcing your body's natural defences. It is safe, effective and its active ingredient is completely free of side-effects.

Thousands of people have found Nelsons the natural alternative to conventional medicines. Recognised by the NHS and stocked by leading chemists and health stores.



So the next time you have a nasty cold, ask your pharmacist for Nelsons homoeopathic medicine. Or is it Nelsons Homoeopathic medicine?

nelsons

Are there family medicines that are natural, effective, and free from unpleasant side-effects?



Look at the words to this summer's annual. The answer's all here. You find safe medicine for your family.

Free from unpleasant side-effects? Nelsons homoeopathic medicine is the answer. It is safe, effective and its active ingredient is completely free of side-effects.

nelsons

Helping the body's natural defences

HAY FEVER Nelsons offer effective relief



without side-effects

Thousands of people in Britain are suffering from hay fever. The safe and effective answer is Nelsons. It is safe, effective and its active ingredient is completely free of side-effects.

TEETHING PAIN Thousands of mothers have found safe and effective relief for their babies



without side-effects

nelsons

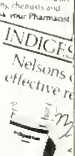
COLDS Thousands of sufferers have found safe, effective relief with Nelsons



without side-effects

Thousands of people in Britain are suffering from colds. The safe and effective answer is Nelsons. It is safe, effective and its active ingredient is completely free of side-effects.

INDICES Nelsons offer effective relief



without side-effects

nelsons

A unique national advertising campaign for homoeopathic medicines.

Now, Nelsons are launching a major campaign to promote their products to a massive cross-section of the public. It is probably the first nationally co-ordinated advertising campaign for homoeopathic medicines launched in the UK, and its objective is to increase consumer awareness and stimulate demand for Nelsons homoeopathic medicines in major population centres across the country.

The campaign of informative advertisements promoting the efficacy, safety and freedom from side-effects of the Nelsons range, as well as specific product advertisements for Nelsons remedies for common ailments such as colds, hay fever, indigestion and rheumatic pain.



# BE SAYING TO MILLIONS OF PEOPLE

Throughout the campaign there is a strong appeal to customers to seek the service and advice of the pharmacist.

The advertisements will appear in national colour supplements, magazines and London Underground tube cards, all powerful and purposeful media for our target audience.

## In-store merchandising and display support.

To increase the impact of the campaign and provide powerful purchase incentives to the customer, Nelsons have devised a complete programme for in-store merchandising and display. This consists of a range of eye-catching counter dispensers, carousels, information booklets, posters, and a special homoeopathic medicine case for family ailments.



## We need your help

Although long recognised by the NHS, and used by tens of thousands of people in Britain alone, homoeopathy has only just begun to attain the wider recognition of the general public. Nelsons is proud to be able to take the lead in promoting homoeopathic medicines, but we need the help of you, the pharmacist, in order to spread the benefits of homoeopathy throughout the community.

For further information on the Nelsons range and details of how Nelsons can help you profit from homoeopathy, contact your local Vestric representative or call Robert Smith at:

A Nelson & Co Ltd, 5 Endeavour Way, Wimbledon, LONDON SW19 9UH. Telephone: 01-946 8527

## Vestric — the national advantage

As part of their drive towards better distribution and retail services, Nelsons are pleased to announce the appointment of VESTRIC LIMITED as national distributors for their homoeopathic range.

Together, Nelsons and Vestric will provide the level of total support that enables the pharmacist to maintain a competitive and useful service to the community.

Aside from this major pharmaceuticals distributor, many independent pharmacy chains and stores are devoting an increasing amount of space to Nelsons homoeopathic range.



Helping the body's natural defences



# BECTON DICKINSON BRING MORE AND MORE BUSINESS TO THE PHARMACY

## with **B-D** Plastipak<sup>®</sup> and **B-D** LO-DOSE<sup>®</sup> SYRINGES

B-D Plastipak  
1ml insulin syringe.

B-D Lo-Dose  
1/2ml insulin syringe.

Every day more and more diabetics are switching to **B-D** insulin syringes. Once they experience the unsurpassed comfort of our Micro-fine II needles they're likely to stay loyal forever.

This colossal and continuing swing to pharmacy sales is being vigorously generated by Becton Dickinson via free samples, money-off coupons and year-round advertising direct to diabetics.

Equally as important is Becton-Dickinson's professional team of full-time nurses operating as diabetes education advisers and working closely

with hospital and community staff to help provide better diabetes care throughout the country.

The conversion to U-100 insulin is accelerating the change to **B-D** syringes. Your opportunity for increased sales and increased regular users is vast. So always stock the complete range of **B-D** insulin syringes. Ask your diabetic customers to try them once. Most of them will buy again and again, bringing more and more business to your pharmacy. Just like Becton Dickinson.

**B-D** INSULIN SYRINGES  
Comfortable Convenient Accurate

**BECTON  
DICKINSON**

Becton Dickinson UK Limited  
Between Town Road, Cowley,  
Oxford OX4 3LY Tel: 01865 5777722

B-D, Plastipak, Lo-Dose and Micro-Fine are trademarks of Becton Dickinson and Company

**B-D** Better  
Diabetes  
Care



## New flavour for Complan

Complan, now has a new malted flavour.

Available in 250g packs (£1.12; trade price £10.75 for a case of 12) the product is to be available on a national basis with the exception of the Yorkshire and Tyne-Tees television regions where sachet-packed Complans is currently on test.

The range will continue to be heavily promoted on television with the second burst of a £1m national campaign to run from February 6, for six weeks. It will be screened in all areas except Anglia and Central.

The advertising will utilise a new 30-second commercial portraying Complan as a more "optimistic" product to help those recovering from illness. Complan packs will be featured as windmills to underline the "natural goodness" found in the product. The brand will also be supported by advertising in the specialist medical Press.

Farley are currently looking at possible changes to their packaging. Senior product manager Adrian Roche says that product-tests to date on the Complan sachets have proved successful: "Consumers find them more convenient than the traditional box presentation, and we hope to eventually move the whole range over to this type of packaging and discontinue the present format." No date has been set for the changeover, as new machinery will have to be installed. Complan is said to have an 85 per cent share of the complete liquid food market. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

## Winning smiles

First prize in the Euthymol smile photo competition organised in conjunction with Kodak is a week's holiday for two in Madeira. Twenty Kodak Disc camera outfits will go to the runners-up.

Each of the 21 winners will also get a Kodak cooler bag if they enclose a Euthymol carton with their entry.

Entrants should submit photographs of either smiling adults or children which will be judged on the "charm" of the subject's smile and on photographic expertise.

The competition will be promoted by leaflets enclosed in the wallets handed out by Kodak processors. The leaflets, which include a 10p off coupon for Euthymol, are currently being distributed. Closing date for the competition is April 30. *Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.*

*Chemist & Druggist 14 January 1984*



Konica's Kevin Day (right), regional field sales representative for SE England, receiving a "1984 Camera of the Year" award from George Hughes of *Camera Weekly*. The company won the award for the multi-coloured Konica "Pop" 35mm compact (£34.99) in the "Memory makers" category. The award marks excellence in cameras appealing to mass markets, especially to young people. The various coloured bodies for the Pop were introduced in 1982. *Konishiroku (UK), 150 Hampton Road West, Feltham, Middlesex.*

## M&B's first TV campaign

May and Baker's £700,000 national television advertising campaign for Tixylix runs from Monday to the end of February.

It is the first time any Pharmacy only cough remedy has been advertised on television, the company claims, and is also M&B's first otc brand to be television advertised. A Press campaign has been running since November last year.

The 40 second commercial is estimated to reach 87 per cent of the target audience of mothers with young children. It uses part live action and part animation, with the theme "Tixylix soothes childrens' coughs to sleep" — it also includes the catchline "available only from your chemist".

The product has been repackaged in a new outer carton, with a 100ml bottle, and a blackcurrant flavour replaces the original. POS support includes a leaflet dispenser carrying information on self medication.

In conjunction with the launch M&B are renaming their retail pharmacy division the home health care division. Simon Fitall, otc products manager, says he wants to increase consumer awareness and orientation. Twenty three per cent real growth is claimed for otc products in the past year. *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

## Complete Care promotions

Two separate offers are to promote Crookes Complete Care products.

Available through independent chemists is a free Outdoor Girl Flexi-nail polish with Complete Care hand and nail lotion.

Consumers can receive the nail polish by counting the number of times the name "Complete Care" appears on the bottle and filling in the details on the collar. This should then be returned with £0.21 in stamps.

The special Complete Care lotions are available to the trade in display outers of 12. The offer is open until June 30.

Boots are to run an offer of 10p-off on both Complete Care lotion and cream during February. *Crookes Products, PO Box 94, 1 Thane Road West, Nottingham.*

## ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is
Bt	Breakfast TV			C4	Channel 4

Albion soap:	Ln,M,A
All Clear:	All areas
Atrix:	All areas
Anadin:	All areas
Askit powders:	Sc
Cabdrivers	Y,M
Clearasil:	All areas
Coldcare:	All areas except HTV, TSW
Cremacoat:	C4
Crookes One-a-day	All areas except C1
Fairy toilet soap:	All areas except Ln
Hacks:	Ln,Lc,Y,NE,C4
Hedex:	All areas except C4
Jaap's health salt:	Sc
Karvol capsules:	All areas
Milton fluid:	All areas
Night of Ulay	Ln
Nurofen:	All except CI
Oil of Ulay:	All areas except A
Pampers:	All areas
Phensic:	All areas
Picpak:	All except Lc,A, We,B,C4
Redoxon multivitamins:	Lc,Sc,So
Robitussin:	Yorkshire
Sebamed:	TVS
Stepsils:	All areas
Sinutab:	All areas
Snowfire:	C4 (Y)
Sweetex:	All areas
Tixylix:	All areas
Topex cream & lotion:	All areas
Vapo-lem:	Y
Vicks expectorant cough syrup:	All areas
Vicks Sinex:	All areas
Vidal Sassoon:	All areas



## Kodak to enter video world

Kodak are to enter the video market this year with a new 8mm camera-recorder system and more than 50 configurations of "Kodak" and "Eastman" brand video tape for home entertainment and professional applications.

The tapes will be available in the UK from April 1984, followed by the 8mm video system in the Autumn.

Both tape brands will be manufactured in Japan, by TDK Electronics Company Ltd. Kodak tape will be in half-inch widths in both BETA and VHS formats and in various popular lengths in both regular and high grades, say Kodak. It will be marketed through photographic outlets including chemists, through video shops, electrical outlets and other places where video tape is commonly marketed, the company says. The Eastman brand is for professional use.

Kodak see the Kodavision compact



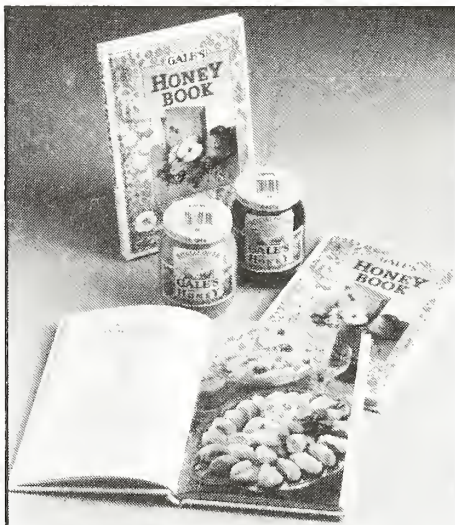
video system as the centrepiece of their entry into the home electronics field. It combines image-taking and video tape recording in one integral 5lb device — the camcorder — made possible by the compact size of Kodak's 8mm video cassettes.

There are two camcorders, the models 2200 and 2400. They have many features in common, including a black-and-white electronic viewfinder; "fast" f1.2, 6:1 power zoom lens, designed for available-light photography; a compact Newvicon tube; a cue-and-review feature, and an automatic iris for exposure control.

In addition, the model 2400 offers several extra features including automatic focus, fade control and date setting.

A key component system is the cradle which turns the camcorder into an easy-to-use play-back device. The system also includes an optional tuner-timer, that can be used to convert the cradle into a true VCR.

Kodak emphasise they are still fully committed to following traditional chemical-based photography. *Kodak Ltd, PO Box 66, Hemel Hempstead, Herts HP1 1JU.*



Reckitt & Colman have commissioned a full-colour hard-back book entitled *Gale's Honey Book*, featuring over 100 pages of recipes, a section on home-made beauty preparations as well as the story of honey. The book, by cookery author Bridget Jones, is available for £2.50 (including postage and package) plus one special promotion on-pack coupon from a 1lb jar of Gale's set or clear honey. This special offer represents a £1.49 saving on the bookshop price. The offer is valid only while stocks last. *Reckitt & Colman, Dansom Lane, Hull HU8 7DS.*

## Fuji launch two disc cameras

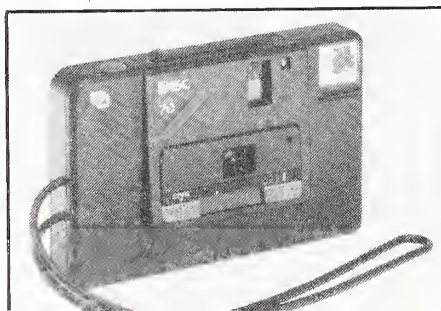
Fuji have launched the "50" and "70" disc cameras (£36 and £46.50).

Both have a 12.5mm f2.8 fixed focus lens, preset from 1.2m to infinity. Exposure control is automatic, programmed for either daylight (f6, 1/200 seconds) or flash exposure (f2.8, 1/100 seconds). Film winding is motorised, and the flash fires automatically in poor light when the shutter is released. Flash range is up to 5.5m.

Fuji say the newly-developed four-element glass lens gives sharp images even in backlight or when photographing at close range.

Additionally, model 70 has continuous sequence exposure and self-timer. With a sustained pressure on shutter release, the camera takes continuous shots at a rate of three frames per second (in bright daylight). There is a choice of full continuous and three-frame sequence.

Both cameras have a built-in protective covering for the lens and viewfinder window: the cover snaps in place at the release of a spring catch. *Fujimex, Dorcan, Swindon, Wilts.*



## Ace enters UK

Becton Dickinson are introducing their Ace range of sports medicine products to the UK. The range includes ankle, knee, wrist and elbow supports (£3.25, £2.95, £2.95, £2.40 respectively); a tennis elbow brace (£6.95) and elastic bandages (3in £1.50, 4in £2).

Promotion includes a free display stand and sponsorship of the USA team in the 1984 Olympic games by Becton Dickinson. Distributors are *Groombell Ltd, 26 Paddington Street, London W1M 3RF.*

## Free deodorants

Cussons are giving away 100,000 Imperial Leather dry deodorants via coupons in the national Press.

Coupons will be displayed in the *Sun*, *Daily Mirror*, *Daily Record* and *TV Times* during the third week of January.

Consumers should send this plus four proofs of purchase from Imperial Leather soap to the company, which will return a voucher to be exchanged for the deodorant. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

## Banded pack from Jo-ba

Jo-ba are offering a banded pack of shampoo and conditioner in a promotion available until early February.

The pack is priced at £1.49 instead of the rrp, £2.30, and includes puregloss shampoo / conditioner for blondes and brunettes; natural gloss frequency shampoo and natural gloss shampoo for oily or dry hair — all with natural gloss conditioner. *Jo-ba Ltd, Vincent House, Garman Road, London N17 0UR.*

## Hosiery gets new look

Lastonet have re-designed the packaging on their surgical hosiery for easier identification. The packs have a simplified colour coding system and computer-printed pack-end labelling. Stockists holding the old packs can get these changed by contacting *Lastonet Products Ltd, Carn Brea, Redruth, Cornwall.*

*Chemist & Druggist 14 January 1984*



# WITH DENTU-HOLD, THERE'S NOTHING INVISIBLE ABOUT THE PROFITS!

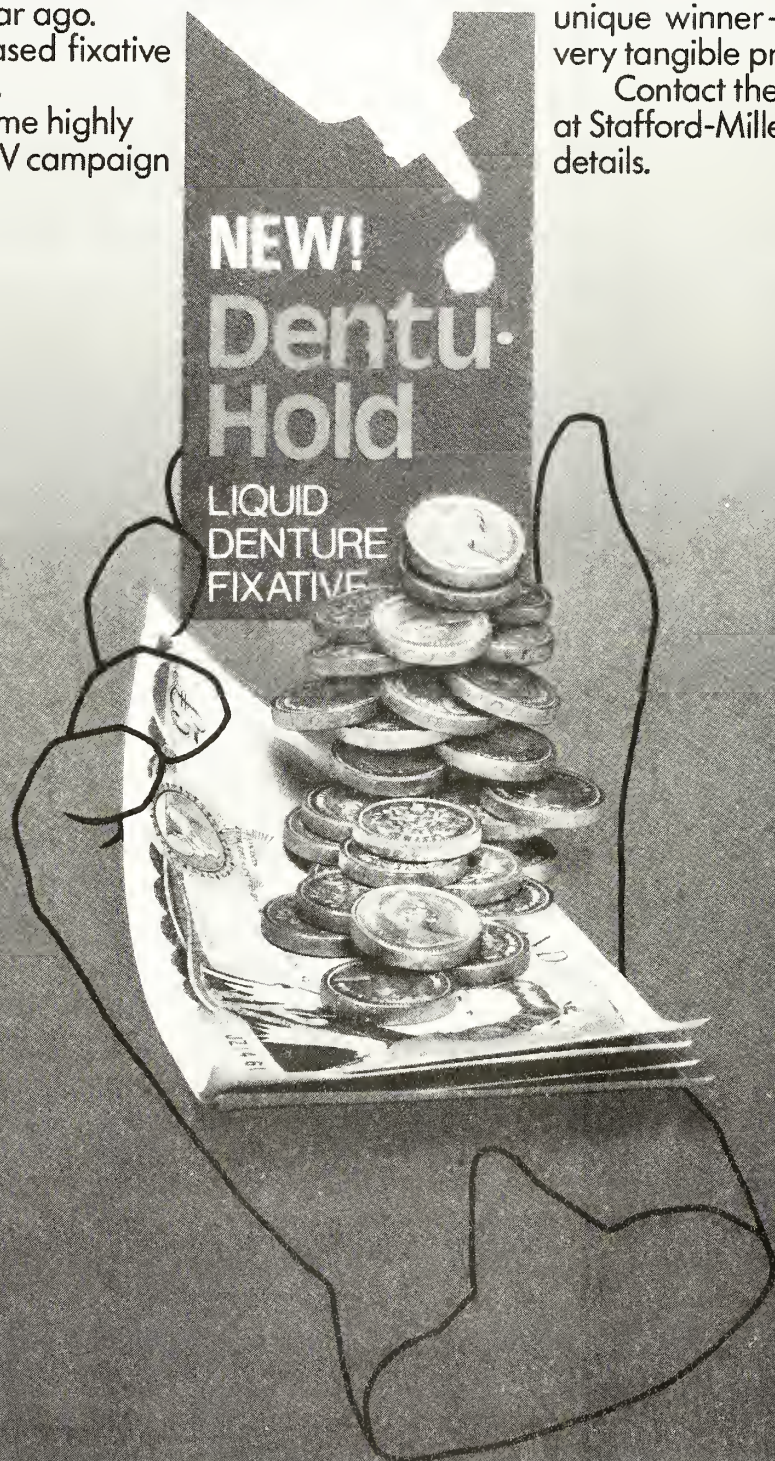
Dentu-Hold – the invisible liquid denture fixative, has been a phenomenal success since its launch a year ago.

In 1983 it increased fixative sales by nearly 20%.

For 1984, the same highly effective National TV campaign

continues from February through March. Make sure you're well-stocked with this unique winner – and grab some very tangible profit.

Contact the representative at Stafford-Miller for bonus details.

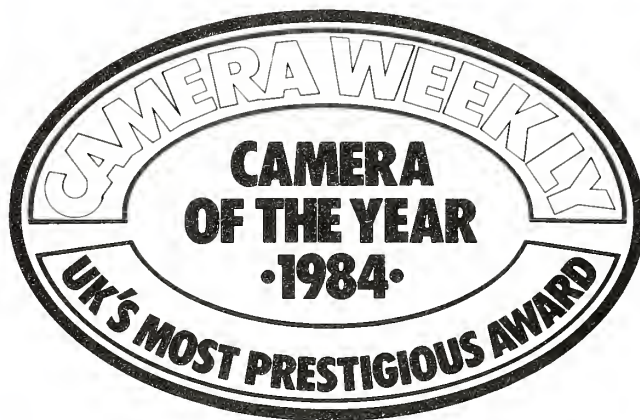


**Dentu-Hold: the only denture-fixative liquid.**  
Stafford-Miller: the first name in denture care.



# According to Camera Weekly the Konica Pop came out on top.

Here it is in black and white.



*For overall excellence  
in the category  
Memory Makers*

*Konica Pop  
was adjudged  
winner*

**Konica**

Konishiroku UK, Konishiroku House, 150 Hampton Road West, Feltham, Middlesex.





## Euromonitor forecast modest growth

UK sales of cosmetics and toiletries rose by a modest one per cent in real terms in 1983, says the latest edition of Euromonitor's *UK Cosmetics and Toiletries Survey* — good news for the industry which has seen sales falling in real terms since the late 1970s.

The report estimates UK toiletry and cosmetic sales were worth £1,459m in 1983, compared with £1,370m in '82 — a 6 per cent increase in a year when retail prices rose by under 5 per cent. Wholesale prices of cosmetics and toiletries rose by only 3 per cent.

Using a nationwide survey of 1,040 women and 960 men the report shows that some of the newer products on the market have been accepted by the consumer. Of all the women interviewed the report found that 10 per cent had used a depilatory, 30 per cent a deo-spray, 15 per cent a mouthwash, 10 per cent a shower product and 20 per cent a liquid soap in the month prior to the survey.

Men too it seems are not slow to adapt — 40 per cent of those surveyed admit to using a bath additive (compared to 51 per cent of the women), 20 per cent have used a cologne and 14 per cent a mouthwash.

The list of markets achieving the highest growth over the past five years is headed by mouthwashes which have seen a 400 per cent growth and now stand at £5m rsp. Runner-up is home perms (290 per cent growth to £19.5m) followed by acne remedies (154 per cent increase to £16.5m) hair conditioners (up 133 per cent to £45.5m) and depilatories (132 per cent increase to £6.5m).

Looking at the total market the largest sector was women's cosmetics worth £925m, comprising fragrances (£275m), make-up (£165m), skin care (£186m) and haircare (£299m). While the fragrance and make-up markets remained depressed and haircare products stable, the report finds there was a mini boom in peripheral skincare products such as acne remedies and depilatories. Mouthwashes, depilatories, acne remedies and toothpaste were the most heavily advertised sectors.

Bathtime products sustained average growth, thanks mainly to the popularity of bath and shower additives, and the oral hygiene market (£143m) was stimulated by mouthwash sales. Men's toiletries continued to be depressed.

On distribution, the report notes grocery chains continue to make gains at the expense of chemists and department

stores. The pharmacy sector now holds a 42 per cent share of cosmetics and toiletry distribution (Boots 30 per cent) and grocers a 20 per cent slice.

For the future the report is cautiously optimistic anticipating average real growth of around one per cent per annum. While no growth is anticipated in fragrance, make-up, toilet soaps and razors — the latter two markets having reached saturation level — talc powder, shaving soap and men's toiletries will continue declining. The main growth markets are expected to be skincare, haircare and oral hygiene. *The UK Cosmetics and Toiletries Census 1983/84, Euromonitor Publications, 18 Doughty Street, London WC1 2PN (£160).*

## Ozium goes national

The air sanitiser, Ozium, is now available for general distribution. There are two sizes — 1500 (£2.95) and 500 (£1.35) (The numbers denote applications) Each application is effective in a closed area for up to 1½ hours. The content of the smaller size has been increased to give 14 per cent extra product for the same price.

On both variations the metered valve has been replaced with a straight-through version allowing for greater variation in the amount of spray released. Ozium is a glycolised, hydroscopic concentration which smothers smoke, odours and bacteria. Manufactured by G.H. Wood Ozium is to be distributed through *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts*

## De Witt addition and bonus terms

De Witt International are introducing a head lice comb with a "unique" tooth design. The company says that the precision-engineered comb has spacing reduced to 100 microns between the teeth. The Innomed head lice comb (£1.25) comes in display outers of one dozen.

Two products currently on bonus terms and distributed by De Witt are Cymex and Glycinello. Both are to be backed by a three month advertising campaign — for Cymex in the national daily newspapers and the *Sunday People* from January 9, and in national Sunday newspapers and the *Daily Mail* commencing January 22 for Glycinello. *De Witt International, Seymour Road, London E10 7LX*

# A new slant on an old problem.

**DIMOTANE® CO**

**DIMOTANE® CO  
PAEDIATRIC**

**DIMOTANE®  
EXPECTORANT**

**ROBITUSSIN®**

**Non-sedative  
family  
expectorant**

## For all types of coughs.

A.H. Robins Co. Ltd., Langhurstwood Road, Langhurst, Horsham, W. Sussex.



# S & N: Sticking with the brand leader

**For Smith & Nephew Hull is definitely not a bridge too far, being the base for all their consumer products. C&D headed north to meet Graham Siddle, general manager, and have a closer look at this company 'at home' on the Humber.**

"We let our brands speak for themselves," says Mr Siddle. "We are more brand conscious than company conscious." If so, one product that will be making more noise in the future is Elastoplast.

The range, firmly established as brand leader of the £18m first-aid dressings market, is to be relaunched with an improved Airstrip range.

Research was showing that, while the overall share of the pre-cuts market was remaining static, the trend was towards fabrics and away from plastic.

"Consumers," says Mr Siddle, "question the durability of plastic products, but we've managed to update the brand on three counts. With improved appearance, adhesion and durability we now have the

best waterproof plaster on the market."

Elastoplast Airstrip will offer an improved low allergy adhesive that increases the product's 'staying power,' say S&N while a 40 per cent thinner film improves the product's appearance and makes it more conformable and therefore more comfortable to wear.

Packs throughout the Elastoplast range have been given a more uniform appearance and now depict pack contents on the front and a list of the various dressing sizes on the back.

Elastoplast dominates each sector of the first-aid dressings market capturing 60 per cent of dressing strip sales, 55 per cent of pre-cuts and 80 per cent of spools. While there is a gradual move towards dressing

strips, pre-cuts still dominate the market (60 per cent) followed by dressing strips (30 per cent) and spools (10 per cent).

The recent launch of Elastoplast clear completed the brand's portfolio, says Mr Siddle. In just six months it has achieved a five per cent brandshare. In all, Elastoplast has a 56 per cent share of the market compared to Band-Aid's 32 per cent — the remainder being own-label. "Our prime target is mothers with children up to the age of 14," says Mr Siddle. "The range is brought as a family product but a large proportion are used for the placebo effect of keeping little Johnnie quiet if he falls over. To the kids plasters are a badge of bravery to be shown off."

The salesforce is currently on the road selling in a complete Elastoplast package deal. Trade bonuses will be tailored to individual outlets. Retail prices have not been increased.

## Temptation to 'milk it'

Advertising plans are close to fruition says Mr Siddle. The range is to be supported with a £1.1m television advertising campaign on air from May through August. "It would be very easy for us with such a dominant share — and knowing our major competitor is unlikely to go on the box — to sit back and milk it. That's completely against our philosophy. We believe any market, be it a market where it's almost impossible to improve sales unless people cut themselves more — something we can't really educate them to do — still needs to be promoted above-the-line to generate awareness and interest."

Post-advertising research always show sales have taken off — at the expense of the competition, he says. "With a name like Elastoplast — akin to Thermos and Hoover — we're in a very strong position."

But what of the other lines in the S&N consumer products camp? Having established solid foundations with Elastoplast and the other family favourite Nivea, the company recognises that it cannot merely rely on adding products to the two ranges, hoping they will carry through into the 21st century. Like most companies S&N are continually looking at research for the development of new products.

Whatever is launched in the future, the lessons learnt from the projection of the Limara range en masse into the various target markets, will never be forgotten. Described in May '81 as "the most exciting and dramatic new product launch" ever undertaken by the company, Limara hit the shelves in the form of bodyspray, eau de toilette, soap and foam bath. Yet for the past 12 months only the bodyspray has been featured by the company. So what went wrong?



**Graham Siddle, general manager: "Elastoplast is akin to Thermos and Hoover — we're in a very strong position."**



**Alert him to the cough treatment  
that'll allow him to stay awake.**

A cartoon illustration of a man with a large, prominent red nose, looking tired and holding a box of Sudafed Expectorant. The man has a weary expression, with heavy-lidded eyes and a slightly open mouth. He is wearing a dark suit jacket over a white shirt and a red tie. His hands are resting on his cheeks, framing his large nose. In the lower right corner, a hand holds a box of Sudafed Expectorant, which is orange and white. The box features the Wellcome logo (a horse and rider) and the text "SUDAFED EXPECTORANT FOR CHESTY COUGHS". The background is a plain, light color. The overall style is a classic cartoon illustration.

It contains a powerful decongestant, pseudoephedrine, to ease breathing and guaiphenesin to increase bronchial secretions, making   expectoration easier.

All offer the relief  
the sufferer wants, without the  
side-effect he doesn't.

[illegible]





**While Limara bodyspray has proved its worth the other three products are no longer featured.**

"With hindsight we were wrong to launch a range," says Mr Siddle. "It was a classic case of consumer research pointing us in the wrong direction."

The lesson learnt the hard way by the company — not just in the UK, but in most of the European countries where Limara was launched — was that it is extremely difficult to launch a range of products of that size (16) which are almost impossible to maintain in one slot on-shelf. In the case of Limara there was a crumb of comfort. "We would have been very, very unhappy had we not had an established bodyspray product today. The fact we've achieved it, and are operating at a profitable level now, means we've achieved an objective. We may not have achieved our initial objective but then projections for any new product have to be tailored as it progresses through the launch period."

Limara, says Mr Siddle, was both an experiment and a disappointment. "If you launch a product you expect it to perform and if it doesn't you are disappointed. But marketing is all about learning from mistakes and fine-tuning the market place. I'm sure when Elastoplast was launched in the 1930s there were an equal number of disappointments and experiments."

And he sees no reason why the trade should have lost confidence in S&N. "Every time a company makes mistakes it suffers in the short-term. With the brands we have — and we're fortunate to have two of the magnitude of Nivea and Elastoplast — one's credibility is rapidly regained. The crucial thing is that Limara bodyspray has proved its worth."

Limara, he says is now number two in the bodyspray market, behind Impulse, with a 22 per cent sterling share. The two newer

range additions — oriental garden in April, followed by romantic fantasy in October last year are, to date, proving to be the top sellers, Mr Siddle reports. And he promises significant activity on the range throughout the year "to show the trade we're here to stay." S&N are projecting volume growth in the region of 15 per cent this year for the bodyspray market. "After establishing ourselves as number two in the market and seeing Vivas slip in the latter half of '83 we're very confident of the future, particularly in the light of the new fragrances launched and our plans for '84."

**'You can't do a great deal to encourage people to fall over or cut their finger'**

Even after such a shaky start, Mr Siddle does not rule out new Limara lines. "The name Limara is now established and although it's known as a bodyspray that doesn't preclude launching products onto the back of the bodyspray in the future. When Nivea creme was launched 50 years ago no-one could have dreamed we would have a sun prep range."

"If the brand is strong enough and the concept is in harmony with the image of the core product there is no reason why any brand cannot be developed. Old product development is just as important as new product development".

Often, however the pull of an

established brandname is not enough when entering a new market. In February '82 Smith & Nephew launched a bath foam and shower gel under the Nivea label. While the shower gel is established and will develop within the new market the bath foam is not doing as well as expected.

"Although the concept of a bath product from Nivea is acceptable, the consumer when faced with the purchasing decision at point-of-sale tends to go for the cheapie line. The market is heavily commodity orientated; the consumer wants something that has a fragrance and slightly colours the water yet comes in five litre sizes for 3½p. When a market becomes so price orientated it's very difficult to build brand values."

## **A bout of fine-tuning?**

S&N don't intend to just give up with the bath foam, describing its turnover as reasonable rather than up to expectations. The company is currently looking at some subtle changes to the product so a bout of fine-tuning could be on the cards.

While details of the sun preps range will be carried in next week's feature, the star of the past year in the Nivea skincare range has been lotion. Recording a 15 per cent volume growth it does not seem to be poaching creme sales. Between them Nivea creme and lotion have cornered a 29 per cent share of the general purpose market (lotion 9 per cent).

Nivea creme will again be advertised in the women's Press and on television. The Press campaign will use the memorable "Out of the blue" format.

A product currently being supported by a £350,000 television advertising campaign is Atrixo. This is after a two and a half year break from TV advertising. As with Nivea, the lotion launched two years ago is appealing to the young users for whom cream has a negative connotation. Major activity in March is also promised for the Tender Touch cotton wool range which last year reached its highest ever brandshare of 24 per cent.

Consumer products, says Mr Siddle, are the public face of S&N. "We have come out of our shell over the past few years and I see this continuing. Our future has to lie in new products — we can't expect Nivea and Elastoplast to carry us into the 21st century. There are not so many new markets nowadays, but there is still room for technical innovation. One could argue that in 10-15 years time we won't be sticking bits of fabric on our body if we cut ourselves."

For the present however, Mr Siddle points with some pride to the formidable line-up of products. "Elastoplast, Nivea creme and Tender Touch are all brand leaders and Limara and Atrixo come a healthy second in their respective markets. I think that fact speaks for itself."



# The big advantage of electric storage heaters.

They're small.

As a result of using the new thermal blocks and improved, more compact insulation, storage heaters are far slimmer than before (some less than 6" in depth).

Yet performance and efficiency remain as high as ever.

The thermal blocks inside the storage heater have been designed to have a higher heating capacity than before, and today's storage heaters can maintain comfortable temperatures at all times of the day.

*BUT YOU'RE NOT SERIOUSLY GOING TO TELL ME THEY'RE ECONOMICAL?*

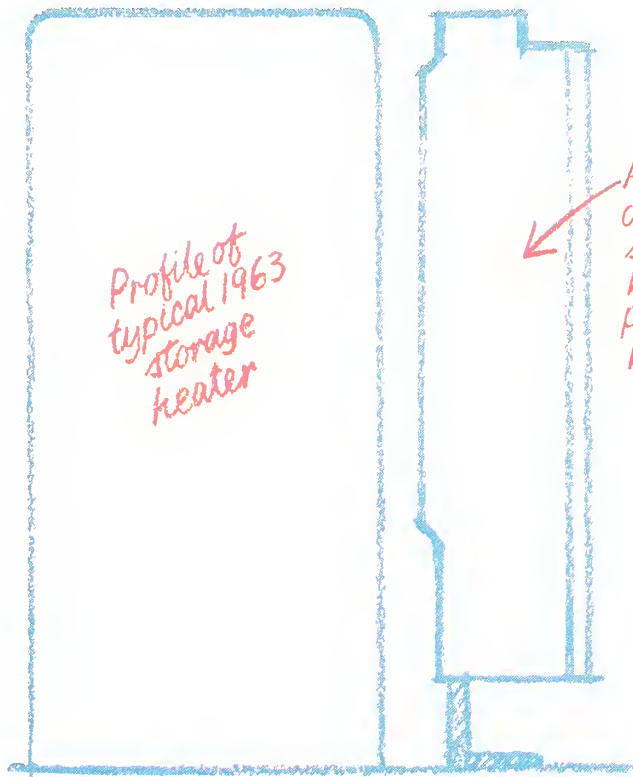
Compared with other heating systems, they often have lower capital, installation and maintenance costs. With little more than a simple wiring job needed, installation is fast too.



*THAT'S ALL VERY WELL, BUT SURELY THE RUNNING COSTS ARE TOO HIGH?*

That's the common misconception - but, using low-cost night-rate electricity, storage heaters can easily cost as little as other heating methods, in many cases even less.

Improved features such as auto-



matic controls, together with good building insulation, ensure efficient operation.

Something else worth bearing in mind: electric heating is clean and safe, and electric heaters tend to have a long life, with little maintenance.

As more and more people are finding out.

## More answers

There are many more answers about electric heating where these came from.

So send us the coupon or give us a call: Freefone Build Electric, Post to: Electricity Publications, PO Box 2, Feltham, Middlesex TW14 0TG.

I would like more answers on Storage Heaters from these manufacturers:

**Creda** **Dimplex** **Unidare**

Name:

Address:

Position in Company:

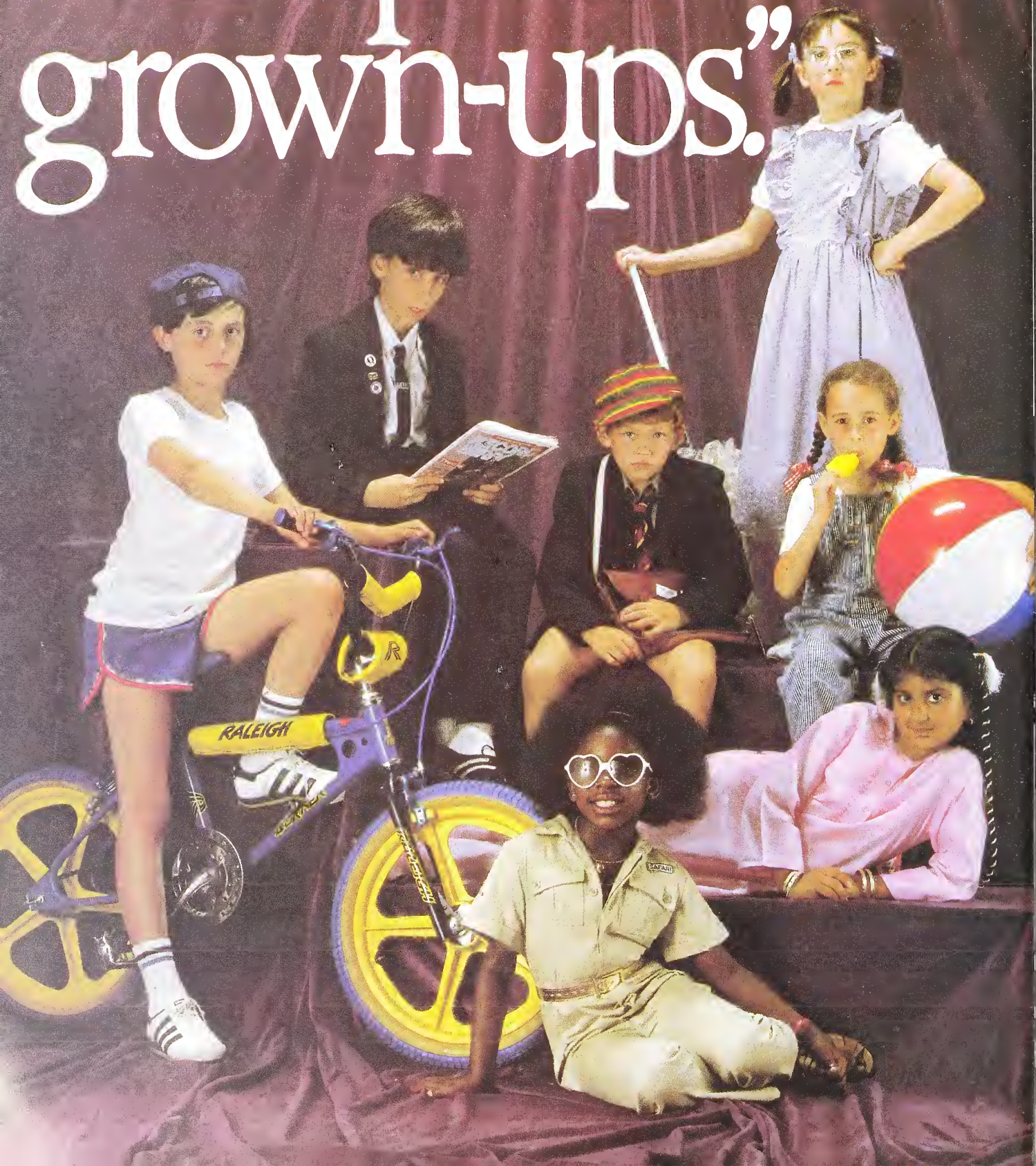
**PLAN ELECTRIC**

The Electricity Council, England and Wales

CO 894



“Now there’s  
a Calpol for us  
grown-ups.”





No matter how grown-up children may be, they're a pain when they get headaches.

So Wellcome have developed a new Calpol, Calpol Six Plus, for pain and fever relief in children six years and over.

Calpol Six Plus is the only liquid paracetamol-based analgesic specifically formulated for this age group, having an effective level of paracetamol in a minimum dose, 250 mg/5ml.

So it's convenient to administer and also has that fruity Calpol taste. Calpol Six Plus certainly merits shelf-space as does its very successful sister product, Calpol Infant Suspension.

Both of them are available only through pharmacies.

Now you'll find Calpol can help with both the little babies, and the grown-up ones as well.



**Wellcome**

Wellcome Consumer Division,  
The Wellcome Foundation Ltd., Crewe, Cheshire.



For 6-year-olds and over.

**INGREDIENTS:** CALPOL INFANT SUSPENSION - EACH 5 ML CONTAINS 120 MG PARACETAMOL BP. CALPOL SIX PLUS - EACH 5 ML CONTAINS 250 MG PARACETAMOL BP. **USES:** FOR THE RELIEF OF PAIN (INCLUDING TEETHING PAIN) AND FEVERISHNESS. **DOSAGE:** CHILDREN 3-12 MONTHS: 5 ML CALPOL INFANT SUSPENSION FOUR TIMES DAILY. 1-6 YEARS: 10 ML CALPOL INFANT SUSPENSION FOUR TIMES DAILY. 6-12 YEARS: 10 ML CALPOL SIX PLUS FOUR TIMES DAILY. ADULTS AND CHILDREN OVER 12 YEARS: 20 ML CALPOL SIX PLUS FOUR TIMES DAILY. NOT MORE THAN 4 DOSES SHOULD BE ADMINISTERED IN ANY 24 HOUR PERIOD. DO NOT REPEAT DOSES MORE FREQUENTLY THAN 4 HOURLY DOSAGE FOR CHILDREN UNDER 3 MONTHS IS AT PHYSICIAN'S DISCRETION. **CONTRA-INDICATIONS:** NONE KNOWN. **PRECAUTIONS:** TO BE USED WITH CAUTION IN THE PRESENCE OF RENAL OR HEPATIC DYSFUNCTION. **SIDE AND ADVERSE EFFECTS:** SIDE EFFECTS ARE RARE IN THERAPEUTIC DOSES. REPORTS OF ADVERSE REACTIONS ARE RARE AND ARE GENERALLY ASSOCIATED WITH OVERDOSAGE. ISOLATED CASES OF THROMBOCYTOPENIC PURPURA, METHAEMOGLOBINAEMIA AND AGRANULOCYTOSIS HAVE BEEN RECORDED. NEPHROTOXIC EFFECTS ARE UNCOMMON AND HAVE NOT BEEN REPORTED IN ASSOCIATION WITH THERAPEUTIC DOSES EXCEPT AFTER PROLONGED ADMINISTRATION. OVERDOSAGE MAY CAUSE HEPATIC NECROSIS. **COST TO PHARMACY:** CALPOL INFANT SUSPENSION 70 ML £0.47, 140 ML £0.86, 1 LITRE £6.27 (PL3/5067). CALPOL SIX PLUS 100 ML £0.84 (PL3/0182). FURTHER INFORMATION IS AVAILABLE ON REQUEST. CALPOL IS A TRADE MARK.





# They keep asking for more.

Sales of Cream E45 are climbing. Pharmacists recommend its soothing emollient action as the ideal treatment for most dry skin complaints.

But regular users have been asking for a larger pack than the 50g tube.

They want a pack that lasts longer.

## SO NOW COMES THE 125g TUB

Hygienically sealed, eye catching, modern, and bigger – now there's a Cream E45 pack to suit everybody.

Cream E45 leaflets are available from your Crookes representative to give to your customers.

**CREAM E45**  
FOR DRY SKIN CONDITIONS



# THE LIFE AND TIMES OF A 19TH CENTURY CHEMIST IN OTLEY

## PILLS, POTIONS AND PHYSIC

**John Greenwood, a present day staff pharmacist at Wharfedale General Hospital, looks at the practice of pharmacy in the 19th century through a study of the business of an Otley pharmacist, one Richard Munton Pratt. This man of "quiet temperament" advertised his professional services regularly in the local Press, ran a fish hatchery at the back of his shop, and was a one-time pillar of the local church.**

Otley is a small market town about 12 miles from Leeds, situated in a narrow stretch of the lower valley of the river Wharfe.

Although a popular tourist spot, the town still functions as it did a hundred years ago as a market town for the agricultural communities which surround it.

Today, the town sprawls along both sides of the valley, but a hundred years ago it was confined to the south side of the river, nestling in the shadow of the great hill which dominates the area, Otley Chevin.

It was to this community that Richard M. Pratt came in 1854 to open up in business as a Pharmaceutical Chemist. He stayed to become a prominent member of society and died in 1917.

Richard Munton Pratt was born on November 18, 1827, at Foulsham, in Norfolk, the son of a commercial traveller. He was educated at Hindolvesten and Hawborough and, at the age of 15, went to London to be apprenticed to a Chemist and Druggist. His name appears in the list of apprentices for 1845-6. There is no indication of who he was apprenticed to although we do know that he resided with a Mr Johnson of London.

In June 1853 he qualified as a member of the Pharmaceutical Society, and was therefore one of the earliest members to qualify by examination.

### Standards consolidated

The middle years of the 19th century were those in which the profession of pharmacy, as opposed to that of apothecary, was consolidated and some national standard of education and training was beginning to be achieved.

The Pharmaceutical Society had been



Pratt's shop in Manor Square shortly after the takeover by Farifax Fearnley. The shop closed around 1973 and the last proprietor died in 1983.

launched in 1841 and the Pharmacy Act of 1852 made provision for the keeping of a Register of Chemists and Druggists by the Society. Registration could be made only after receipt of a certificate satisfactory to the Council.

The new Society was also instrumental in producing the first British Pharmacopoeia in 1864 which superseded earlier ones published in London, Edinburgh, and Dublin. This brought to pharmacy standards for drugs from their source to their production for use by chemists in their dispensary duties.

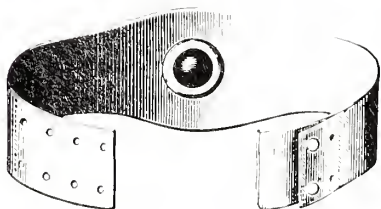
First the would-be chemist had to pass the "Classical examination" designed to prove a knowledge of the Latin language sufficient to: "enable him to translate the Pharmacopoeia







Richard Munton Pratt, born 1827, died 1917, the oldest inhabitant of Otley at the time of his death.



and Physicians' prescriptions, and that he was conversant with the simple rules of Arithmetic".

After preparation by private study the apprentice would then sit the oral "Minor examination" to test his knowledge and ability in materia medica, chemistry and Latin. Having succeeded in the "Minor" he would become an associate member of the Pharmaceutical Society.

To become a full member of the Pharmaceutical Society there was yet another examination, the "Major." This consisted of written and oral papers in the same subjects as the "Minor" and also included some knowledge of toxicology.

At the age of twenty Richard Pratt came to Bradford to look after the business of his cousin, T. Pratt, a business which had been opened in the year of Richard's birth. He stayed at Bradford for four years and then returned to London, presumably to study for his examinations. Unfortunately his health at that time was not good. He began to find the climate and life in the capital unsuitable and so he returned to his home town of Foulsham. Here he set up in business in an empty shop which was owned by his father.

However, he had formed an attachment for Yorkshire and maintained close contact with his relatives in Bradford. In 1854 he married his cousin Eliza M. Pratt and moved to Otley to open a business near the Cattle Market close to Manor Square.

His early newspaper advertisement read

as follows:

Richard M. Pratt.

Dispensing and Family Chemist (Members of the Pharmaceutical Society).

Cattle Market, Otley.

Respectfully directs the attention of the public to the following select Preparations, Drugs and Proprietary Medicines.

It then listed the virtues of "Rhubarb and Ginger Pills", "Domestic Aperient Pills," "Pulmonic Balsam," "Dr Lawcocks Celebrated Rosemary Wash," "Perfumed Marrow Oil" and "Court Favourite."

Business in the Cattle Market must have been successful for in 1855 he moved his premises to larger more spacious accommodation on the corner of Manor Square. The *Wharfedale Express* of April 1855 carries an advertisement as follows:

Richard M. Pratt, Member of the Pharmaceutical Society, opposite the White Horse Inn.

Prescriptions and Family Recipes accurately prepared.

Agent for John Cassells Teas and Coffees.

His advertisements appeared regularly on the front page of the local weekly newspaper, *The Wharfedale and Airedale Observer*, broadcasting not only the sale of human medicines but also the fact that he specialised in animal remedies, an important factor in an agricultural area.

The business premises in Manor Square were also a centre for Richard Pratt's many other interests of music and amateur theatrical productions in which he was joined by his wife Eliza, her sister Miss Mary Emma Pratt and Edmund, William and Albert Walker, member of a family renowned in Otley as printers.

One of his main interests, however, was angling. A keen fisherman he became a member of the Otley Angling Club and in 1873 became honorary secretary, a post which he held for twenty years. He was presented with a gold watch in 1897.

## Hatching fish

The cottage at the rear of his shop in Manor Square also served as a fish hatchery — an activity which led him into trouble with the Local Board of Health. Pratt cultivated the fish in his cottage until they were large enough to be set free. He then fed them into the Wharfe via the town's local water reservoir.

Called to attend an inquiry into his actions Pratt produced a large tank of water obtained from the reservoir and pointed out the wild life and debris at the bottom. He then introduced some of his young fish which proceeded to eat the grubs and other small creatures in the water thus giving the board a first hand view of the beneficial nature of his action on the purity of the town's water supply.

A pillar of the church, and by now a

*Chemist & Druggist 14 January 1984*



# "WHERE'S THE RALGEX?"

Winter is the time your customers need Ralgex more than ever. And they'll be looking for it. They'll be seeing Ralgex

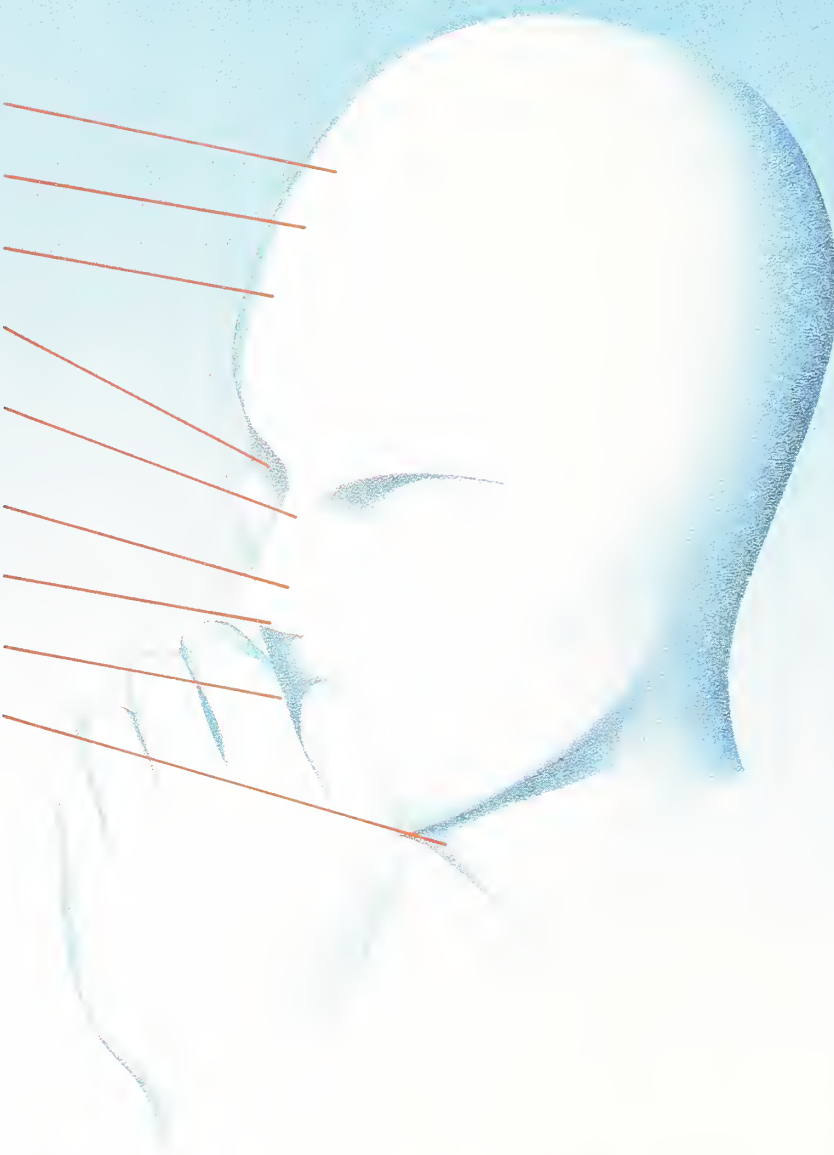
on TV in Central Scotland, Lancashire and Midlands. Make sure they see you stock it. Stock up – and sell out!



**BEECHAM HOME MEDICINES**



Fever  
Headache  
Aches and pains  
Watery eyes  
Nasal and  
sinus congestion  
Sneezing  
Runny nose  
Cough  
Sore throat



## A unique package of symptoms demands a unique package of relief

New Comtrex is a breakthrough from Bristol-Myers, one of the world's top ten pharmaceutical companies.

Comtrex is formulated to relieve all the major symptoms of coughs and colds and will receive full television advertising support.

Comtrex contains paracetamol to reduce headache, pain and fever, phenylpropanolamine HCl to clear sinuses and nasal passages and chlorpheniramine maleate which relieves sneezing and a runny nose with minimal sedative and gastro-intestinal side-effects.

With the highly effective antitussive, dextromethorphan HBr (selected as an alternative to codeine to reduce the risk of sedation), the Comtrex tablet adds up to a unique package of daytime relief. But Comtrex is also available in capsule and liquid form to suit your customers' needs at any time - day or night.



NEW  
**COMTREX\***



**BRISTOL-MYERS PHARMACARE\***



prominent member of the community, he became church warden. This was in the age when the duties which accompanied the office were far more onerous than today. One task which fell to the church warden was the collection of the Parish Rate, a voluntary payment levied at the rate of one penny in the pound. Owing to the voluntary nature of the payment many parishioners did not pay, especially those who did not belong to the Anglican Church. Pratt's response to people who declined payment was to ask them for a donation towards the town clock, a ploy which frequently brought results, once even obtaining a subscription from the Roman Catholic priest. The post, however, did not suit Richard Pratt's quiet temperament and the following year he stood down.

In 1893, in a publication celebrating "A Century of Progress in Yorkshire," Richard M. Pratt and his business are considered worthy of a mention as being "well recommended" by the leading practitioners of the town. It says that apart from his pharmaceutical business he was also an agent for the Accident Insurance Company, the Guardian Plate Glass Company, and the North British and Mercantile Company.

In 1907, at the age of 80, Richard Pratt retired from business selling the shop to a Leeds pharmacist, Fairfax Fearnley. Until a year prior to his death in 1917 he lived an apparently active and healthy life, a quiet, retiring man with a keen sense of humour. The town's oldest inhabitant, his death on August 17, 1917 was put down to "senile decay". His funeral was, according to the *Wharfedale*, an affair which touched the whole community.

The funeral of Richard Munton Pratt took place at Otley Parish Church. Blinds and shutters were closed along the funeral route from his home, Trefarne House, East View Terrace, to the church.

## John Greenwood now examines some of Richard Pratt's prescription books and finds some curious remedies for various colourful ailments of both man and beast.

The pharmaceutical business started by Richard M. Pratt in the early 1850s continued, after his retirement, under the Fearnley name until the early 1970s. The shop was then sold on the retirement of Mr Fearnley. The cosmetic side of the business continued for several years in the new premises at the other end of the main street, with a new name Maxines.

When this business finally closed the premises were cleared out and several prescription note books (180 by 105cm, of varying thickness) were found in the cellars.

*Chemist & Druggist 14 January 1984*

Despite their age, and the occasional flooding of the cellars, the books were in a reasonably good condition.

The books are now in the possession of the Otley Town Museum. The prescriptions date from very early in the life of the business, for although the first book is missing, the second starts with prescriptions dated 1856.

## A social history

They are not merely a collection of prescriptions but a record of the workload of a mid-Victorian chemist's shop. The books contain a valid comment on the social history of this small community at this particular time. Not only do they shed light upon some of the treatments prescribed over a hundred years ago, and the drugs used — remember that even the aspirin tablet was not to be commercially available for another half a century after Richard M. Pratt opened his business in Otley in 1854 — but they also give an insight into the life-style of that period.

Most important is that the attitude shown towards the various classes in society, so characteristic of the Victorian era, when everyone knew his place on the social ladder. On the top rung were landed gentry — the squirearchy — people like the Fawkes family of Farnley Hall, regular customers of the Pratt business, who had distant connections with the notorious Guy Fawkes of the Gunpowder Plot.

Entries in the prescription books show due to deference to position and are unusually written:

Fawkes Esq, F.H. Farnley Hall.  
F. Billam Esq, Newall Hall.  
W.M. Spence Esq, Weston.

Just below these people on the social ladder were the mill owners: Garnett Josh Esq.

Then came the clergy and the normal members of the community who received the title Mr, Mrs, or Miss.

Children were frequently not mentioned by name but merely as, for example: No 615: Mr Duckett's children.

Lower still were the men and women in service at the big houses who often merit only the title of their occupation alongside the name of the master or house. But lowest of all is the labourer, brought in to work on the construction of the railway, who simply is entered as "a navvy".

The full Latin entries are written in normal handwriting, rather than copper-plate, with very few abbreviations of directions. Where necessary they are explicit, leaving the patients in no doubt as to the way in which his medicine should be taken.

From reading through the books it becomes clear that the majority of patients were

ADVERTISEMENTS

ESTABLISHED 1856

**RICHARD M. PRATT,**  
PHARMACEUTICAL CHEMIST,  
MANOR SQUARE, OTLEY.

PATENT MEDICINES AT REDUCED PRICES

PHYSICIANS' PRESCRIPTIONS AND FAMILY RECIPES  
*Carefully prepared with Drugs of Guaranteed Purity*

LEATH & DOSS'S HOMOEOPATHIC MEDICINES.

PRATT'S DOMESTIC APERIENT PILLS  
*For Bilious and Laxative Complaints, Indigestion, etc. In Bottle, 1/2 and 1/4*

PRATT'S ORANGE QUININE WINE,  
*An excellent Tonic for weak and delicate persons. In Bottle, 1/2 and 1/4*

DR. LOCOCK'S ROSEMARY WASH,  
*For Itchiness, and preventing the Hair falling off. In Bottle, 1/2*

PRATT'S BAKING POWDER  
*For making Unimpaired Bread, Cakes, Puddings, etc., producing a more wholesome and easily digestible article of diet with less than half the usual quantity of butter and eggs.*

FURNITURE CREAM,  
*For improving a Brilliant Polish to all kinds of Furniture, whether French polished or not. In Bottle, 1/2 and 1/4*

Fancy Soaps, Perfumery, Pomades, and other Toilet Requisites.  
*Tooth, Nail, Hair, and other Brushes*

RESPIRATORS, CHEST PROTECTORS & RUBBERS.  
TOBACCO, CIGARS, FANCY STUFFS, ETC.

*Sole Proprietor of the great*

**YORKSHIRE TIC AND TOOTHACHE REMEDY.**  
*Complete Relief from Pain can be absolutely guaranteed.*  
*When the simple directions given with each box are followed, the most excruciating toothache, the most violent headache, and all other pains, can be relieved in a few minutes.*

**WALKER'S CHINESE PILLS**  
*Should be used by all suffering from Bilious Complaints, Indigestion, Sick Headache, Constipation, &c. &c. &c. A few boxes will remove all the above troubles. (See above page for full details.) Each box is 1/2 and 1/4 and 1/8 per box, by post 1/6 and 1/8 and 1/4 per box.*

**Hudson's CELEBRATED SALVE,**  
*For Burns, Scalds, Cuts, Bruises, Blisters, Ulcers, Chapped Hands, Fissured Fingers, Corns, Blisters and Pains. Sold in Pot, 1/2 and 1/4 each, by most respectable Chemists and Medicine Vendors in Great Britain and the Colonies. On the Stamp issued by the Government is the signature of "William Walker," written in black ink. Ask for this, and receive the authentic and improved article by the original. Look for the Name. The Salve should be had from R. M. PRATT, at 1/2 and 1/4 per Pot, post free.*

An advertisement from Cobley, "Guide to upper and lower Wharfedale".

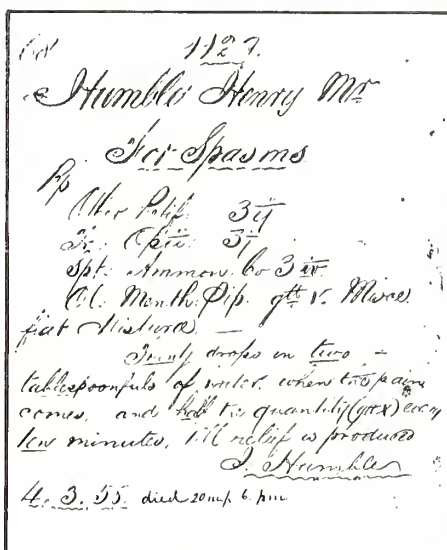




# HISTORY OF PHARMACY



Kirkgate from Manor Square, market day c1900.



being treated for some sort of stomach complaint, although from the number of prescriptions for various purgative pills, one wonders whether this was in part a sign of the Victorian attitude that one should have regular purging of the bowels, or a reflection on the stodgy diet partaken by most people in that age.

There are, however, prescriptions for various conditions, some of which seem very hair-raising in the light of present forms of treatment. The following is an example for some sort of chest complaint in children.

Gum Storax — Benzoin.

Me et divid in Pulv Xii.

"When the child has gone to bed take into the bedroom (having the windows and doors shut, that no smoke escape) a warming pan filled with red hot coals. When in the room lift up the cover and shake over the red hot coals one of the powders. Hold over the smoke the pillow on which the child rests: the room will be full of smoke. Keep the door shut until it disappears. This done for 12 nights, it is said, cures."

There are many such examples. Through the entries it is interesting to follow a child as it grows up. Dr W.M. Spence of Eston frequently figures in the books with prescriptions for his own family.

In the earliest volume, dated about 1856, are regular entries for Mrs Spence's baby. Gradually the title changes to Mrs Spence's child, then to Miss C. Spence, and by 1873, when she must have been in her late teens, to Miss Carrie Spence.

But perhaps the most poignant entry in the whole series of prescription books is number 1129, dated March 4, 1858: A prescription for Mr Henry Humble "for spasms". Written at the bottom in a different hand, the words "Died 20m p 6pm".

The prescription books of Richard Pratt do not only contain records of the medical prescriptions dispensed. One of his claims was specialisation in animal medicines and, having a business in close proximity to a busy cattle market, he must have numbered many farmers among his regular customers. As well as the farmer, the grooms and keepers of his wealthier customers also brought their recipes to his shop.

The books contain many recipes for animal treatments for various conditions. Mr Smith of Askwith required "A shepherd's bottle for lambing time".

3 oz Sp Tereb  
3 oz Sp Vini  
1 oz Nitre  
6 oz Acet Distil  
1 oz Blue Vitriol

And, when it came to the time for dipping lambs and sheep, both Mr Kendall of Askwith (No 1227), and Mr Atkinson of Castley (No 1228), were consecutive entries with prescriptions for dipping solutions. Mr Kendall's cost about tuppence per lamb and, as the formulae was sufficient for 50 lambs, the bill came to the princely sum of nine shillings and a few pence.

Sheep were not the only animal patients. Mr Whitehead of Weston had a prescription for "a drying drink for a cow" which cost him sixpence in May 1856. Shortly afterwards a Mr Edmundson purchased 12 physic balls made to the following recipe:

Rhubarb, Ginger, and Castile Soap, of each 2 drachms.

Aloes Barbados, 7 drachms

Precipitated Sulphur of Antimony, 1 oz

Prepared Kali, oz fs

Oil of Aniseed, 20 drops

Oil of Juniper, 40 drops

Make the whole into a ball with Syrup of Buckthorn. Send 12

There are prescriptions for liniments and rubbing oils, condition powders for horses, purgatives, and an application for warbles. But my own favourite among the animal remedies are the medicines for "pheasants with diarrhoea" (No 575 May 6, 1856), and the following:

1 oz Japan Earth

1 oz Irish Slate

1 oz Gum Juniper Powder

1 oz Crab Claws

To be given mixed in 3 gills of Black Beer.

## Non-medicinal scripts

Although the majority of entries in the prescription books of Richard M. Pratt were naturally for the treatment of medical conditions in humans — with the occasional entry for animal use — there is also a third type of prescription. This is the recipe for items of non-medicinal use.

There are recipes for hand lotions, and various hair preparations and cold cream. Customers had their preferences then as they do now.

However, there are also recipes for items which are perhaps peculiar to the mid-Victorian age, before the influx of proprietary brands of shoe polish, plate powder, furniture cream and ink.

Dental hygiene must also have been of concern to some people at least. There are





several recipes for a "dentifrice". And in July 1873, Miss Chippendale paid three-pence for a cement made from isinglass (ichthyocolla) and acetic acid.

When Richard M. Pratt established his business, medical treatment was almost entirely with admixtures of various types, made from a vast variety of drugs of plant origin, some derived from animals and several organic salts.

This was a time well before the use of aspirin as an analgesic: the introduction of antibiotics, and similar drugs was even farther in the future. The first operation to be performed under a general anaesthetic only took place less than ten years before the opening of Pratt's shop in Otley.

The prescriptions written were mainly for pills, and mixtures, some blistering plasters, electuaries and powders. Some of the drugs used are still in use today but many have now been left behind by the progress of the 20th century. Some of the drugs included in the British Pharmacopoeia of Richard Pratt's time have now been superseded.

For example: black snake root, for nervous diseases and rheumatism; Indian

gentian, as bitter tonic; angoustura bark, as an aromatic tonic; lettuce (flowering herb), as a mild sedative; broom tops, as a diuretic and cathartic, and bearberry leaves as an astringent and tonic diuretic.

There are also, however many names still in use today — digoxin, quinine, rhubarb, senna, ginger and opium.

However, there are very few proprietary names in evidence, although prescriptions for "Dinnefords Solution of Magnesia" crops up on more than one occasion. "Pelletier's French Quinine" and "Dobell's Pancreatic Emulsion" are also mentioned.

### OTC remedies

There was obviously a good over-the-counter trade for remedies and cosmetics as is shown by the advertisement from Copley's Guide to Upper and Lower Wharfedale, published in 1890. Here we find such wonders of the 19th century as "Dr Lawcock's Rosemary Wash for baldness", "Walker's Chinese Pills", "Pratt's baking powder", "Pratt's tobaccos, cigars and snuff", and Richard M. Pratt's famous "Yorkshire Tic and Toothache Remedy".

For this last remedy the claim is: "When the simple directions given with each box are followed, the result is certain; that result being a permanent and effectual cure." And: "— Complete relief from pain can be absolutely guaranteed." What a claim!

■ The author notes that the shop in which Richard Pratt dispensed his prescriptions, sold insurance and cultivated his fish is empty at the time of writing. He says it has been a craft shop, a frozen food shop and a motorist accessory shop in the past ten years. "None of these businesses have had the success or staying power of that business started in 1854 by Richard M. Pratt, Pharmaceutical Chemist."

### Sources:

- 1 *Chemist and Druggist*
- 2 *The Pharmaceutical Journal*
- 3 Trease G.E. "Pharmacy in History" (Balliere, Tindall and Cox)
- 4 *Wharfedale and Airedale Observer*

**Acknowledgements:** I would like to express my thanks to the following who have helped me: The staff of the Pharmaceutical Society's library for the information on registration, etc, the staff of the *Wharfedale and Airedale Observer* who allowed me to browse through the files and take photographs, Mrs Jean Morris, who did the typing, and Mrs Christine Dean of Otley Museum, who set me off on the project, provided photographs, and helped throughout

## When cold sores strike, bring Blisteze out in sympathy.

Cold sore sufferers often need more than sympathy. They need Blisteze.

Blisteze's medicated formula quickly relieves the pain, fights the infection and helps promote rapid healing.



With large space advertising appearing in eleven top women's magazines throughout the year, there'll be little sympathy for you if you're out of stock.

**You can depend on DENDRON.**

Dendron Ltd., 94 Rickmansworth Road, Watford, Herts. WD1 7JJ. Tel: (0923) 29251.



A. Morley, M.H. Jepson, C. Edwards  
and P. Stillman

# Should pharmacists treat minor ailments?

**Alison Morley, last year's C&D medallist, looks at GPs' reactions to pharmacists taking a larger part in treating minor illness. She presents the full text of the paper outlined at the practice research session of the 1983 British Pharmaceutical Conference.**

There has been considerable discussion in the medical and pharmaceutical Press about the present role of the pharmacist and the possibility of its extension<sup>1,2</sup>. Some concern has been expressed that the pharmacist should not overstep his capabilities in his enthusiastic search for new activities<sup>3</sup>. In order to obtain "grass roots" opinions from GPs a survey was carried out to assess their attitudes towards counterprescribing by pharmacists.

## Methodology

A pilot questionnaire designed in conjunction with a GP was sent to 140 GPs in the Birmingham area. The pilot consisted of 22 questions, most of which were open-ended. A 25 per cent response rate was achieved. The results were analysed manually and the questionnaire was then modified to facilitate computer analysis, but with a facility for retrospective coding and analysis for some open-ended questions, for example, where the GPs were asked to give the reasons for their answer.

The revised questionnaire consisted of 18 questions, most involving several sections. The majority of questions were multiple choice, but with space for additional comments. This questionnaire was sent to 1,468 GPs in three areas - NE England, W Midlands and SE England and also to 23 university departments of community medicine — it was intended that the latter would be completed by the professor of community medicine or general practice.

Over 600 questionnaires were returned completed (a response rate of about 40 per cent). Of these, it was possible to analyse 598. In addition, 23 questionnaires were returned uncompleted — because the GP had left the practice, was absent from the practice, etc.

Eleven of the 23 questionnaires sent to



university departments of community medicine were returned completed (response rate 48 per cent). Of the 11 replies, two respondents stated that they were not currently involved in "active" general practice, but had completed those parts of the questionnaire they felt able to comment on.

The response rate was considered to be good, as the questionnaire would take about 30 minutes to complete.

The questionnaire was anonymous, with a space for the GP's name and address at the end if they wished to receive a summary of replies. Of the completed questionnaires 119 were returned anonymously (about 20 per cent). The main questions explored the extent to which doctors favoured or rejected the involvement of the pharmacist in responding to symptoms described by patients. The questionnaire attempted to raise issues of interest to both professions. Several case study situations were included for comment.

## Summary of main replies

In response to the question "should the counterprescribing activities of pharmacists be the same, decreased or increased", 60 per cent (349) of GPs said that they should remain the same, while 188 GPs (32 per cent) felt that counterprescribing should be increased. There is agreement here with the results of an earlier Edinburgh survey<sup>4</sup>.

Almost 400 GPs gave reasons for their answer to this question, — 124 (31.3 per

cent) felt that counterprescribing was already at a satisfactory level, either in their local community, or in general; 102 (25.7 per cent) said they felt pharmacists were well qualified to advise patients on their symptoms, or refer them to their GP if necessary.

Seventy six GPs (19.1 per cent) said they were in favour of an increase in counterprescribing because this would mean that fewer trivial symptoms would have to be dealt with at the surgery.

The questionnaire revealed that some 40 per cent of doctors did not consider the pharmacist to be a member of the primary health care team, at present. Of the 195 GPs who gave reasons for their answer to this question: 104 (53.3 per cent) said they felt that the pharmacist was too isolated from other members of the primary health care team, and that more communication was needed; 29 (14.9 per cent) said that the pharmacist was not a member of the primary health care team because he is not trained to diagnose and manage illness; 16 GPs (8.2 per cent) said that the pharmacist was not a team member because he is primarily a businessman, and 13 (6.6 per cent) said they disagreed with the concept of the primary health care team in the first place!

Encouragingly, some 75 per cent (403) of responders felt that it would be mutually beneficial for GPs and pharmacists to participate in regular joint postgraduate meetings, such as the post-experience courses sponsored by the Department of Health. Fewer GPs (69 per cent) felt that joint informal meetings, such as those promoted by pharmaceutical manufacturers, could be of mutual benefit.

Among the answers of more particular interest were the following: GPs were asked to rate a list of conditions as to how much they would like them to be dealt with in the first instance by pharmacists. The patient would be referred to the doctor only if treatment failed in a given time. The GPs rated the conditions on a scale of one to three, where one was least desirably dealt with by the pharmacist and three was considered most desirable. The responses help to delineate those areas where GPs feel pharmacists should counterprescribe (tables 1 and 2)

Over 60 per cent of GPs rated colds and flu, mouth ulcers, muscular aches and pains, cough, constipation and diarrhoea as "very desirable" for treatment by pharmacists, whereas piles and cystitis were "least suitable" for the pharmacists response. Many GPs considered antibiotic therapy to be essential in cystitis, therefore making the condition inappropriate for counterprescribing.

It is perhaps surprising that while only



# PURE NATURAL BEATSON GLASS

## The timeless container

Glass, the natural choice for pharmaceutical tablets and liquids. Glass containers enhance your products perfectly. Select natural glass from our stock range of bottles in amber, white flint or made to your own requirements.

Beatson Clark plc 23 Moorgate Road Rotherham South Yorkshire S60 2AA Telephone Rotherham (0709) 79141 Telex 54329





30 per cent of GPs felt that haemorrhoids were "very desirable" for treatment by pharmacists, 50 per cent of GPs agreed that Anusol HC and similar preparations should be available for recommendation by pharmacists. From some of the additional comments made by GPs, it seems this apparent contradiction comes about because GPs feel examination is always necessary initially in such cases. However, it is acceptable for pharmacists to treat haemorrhoids once diagnoses such as carcinoma have been excluded.

A related question asked GPs to indicate whether or not certain Prescription Only Medicines of potential use for treating minor ailments ought to be available for recommendation by pharmacists. Answers to this section revealed that opinion is very divided. Most GPs were in favour of some of the nine items listed being reclassified. But there was no majority opinion either way for many of the preparations; in the case of Paramol tablets, for example, almost equal numbers of doctors agreed and disagreed that this product should be reclassified (tables 3 and 4 p86).

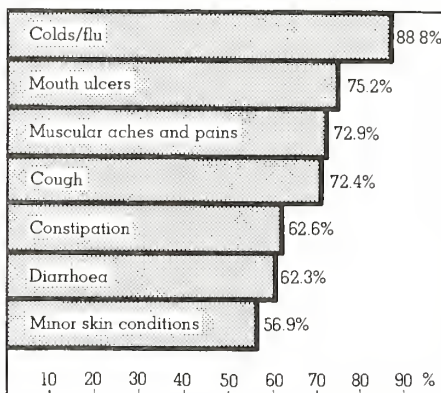
## Hydrocortisones

As topical hydrocortisone products have been available for purchase without prescription for some time, in the United States and elsewhere, hydrocortisone might have been expected to rate more highly on the list of products considered suitable for reclassification. However, it was interesting to note that although the greater availability of hydrocortisone in preparations for treating mouth ulcers and haemorrhoidal discomfort was significantly supported by GPs, the topical use of hydrocortisone for minor skin conditions was, surprisingly, not supported.

The inclusion of DF118 tablets in the list of preparations seemed to have aroused considerable concern about its potential for abuse if it were to become more widely available. There was a definite feeling among GPs, both from their ratings for this product, and from additional comments made, that it should remain restricted to prescription. When GPs were asked to specify reasons or occasions when the nine products listed should not be recommended by pharmacists 68 GPs (20 per cent of those giving reasons) mentioned the

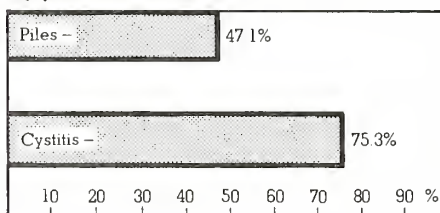
**Table 1**

**Conditions which were rated "very desirable" by doctors for being dealt with by pharmacists in the first instance:**



**Table 2**

**Conditions which were rated "least desirable" by doctors for being dealt with by pharmacists in the first instance:**



possible misuse of preparations such as DF118. However, the combination of dihydrocodeine with paracetamol in Paramol tablets was considered much more acceptable for pharmacists recommendation.

Two case study situations were presented. The first involved a visit to a pharmacy by a mother and her four-year-old son, who had earache. As it was Saturday afternoon, the surgery was closed. The child had a cold, but no history of past respiratory illness or ear problems. The GPs were first asked whether they would wish the pharmacist to: (a) refer the patient to the GP immediately; (b) supply an analgesic and advise the patient to see the doctor if the condition deteriorated, or (c) ring the GP.

Thirty-two per cent of GPs said they would wish the patient to be referred to the doctor immediately, 36 per cent said they

wished the pharmacist to supply an analgesic and advise the patient to consult the doctor if the condition deteriorated and 29 per cent said they would like the pharmacist to ring the GP. It was interesting to note that nearly a third of doctors were more than willing to discuss with the pharmacist the symptoms described and how best to deal with them in such an emergency.

In a further section of the same question, GPs were asked if they would have any objections to the pharmacist (suitably trained), examining the ear drum of the child with an otoscope and where appropriate, supplying an emergency course of antibiotic, with the provision that the GP would be informed of the treatment. Of GPs responding 54 per cent (307) said they would object to such a procedure but the remaining 46 per cent (261) said they would not object.

The second case study involved a visit to the pharmacy, again, on a Saturday afternoon, when the surgery was closed, by a young woman complaining of cystitis, who had suffered from the complaint in the past and had been treated with an antibiotic by her GP previously with success. GPs were first asked whether they would wish the pharmacist to: (a) refer the patient to her GP at once; (b) ring the GP, or (c) supply potassium citrate mixture and advise the patient to see the doctor if the condition deteriorated.

Thirteen per cent of GPs said the pharmacist should refer the patient to the GP immediately, 52 per cent said the pharmacist should supply potassium citrate mixture and advise the patient to consult the GP if the condition deteriorated, and 29 per cent said the pharmacist should ring the GP. Again, nearly one third of doctors preferred to deal with such an emergency by a telephone discussion with the pharmacist.

## Urine testing?

In the second section of this case study, GPs were asked if they thought it would be useful for the pharmacist to test a urine sample for bacteria and protein using a stick test and, if positive, to prescribe from a restricted list of antibiotic/antibacterial agents, as well as recommending that the patient saw the doctor on the following Monday.

Forty one per cent of GPs felt that this

## Absolute Alcohol

Synthetic quality available to British and all well known International Specifications and Pharmacopœias.

# James Burrough plc

Fine Alcohols Division 60 Montford Place London SE11 5DF Tel: 01-735 8131





# THE COLD TABLET

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as tablets or a pleasant tasting, cherry flavoured liquid.

**SETTING PROFESSIONAL STANDARDS IN COLD CARE**

Indications: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 8 tablets or 8 doses of elixir in 24 hours. Children 6 years and over – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. 1 to 5 years – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, receiving MAOIs, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. Elixir containing 3 mg Phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. Containers of 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL/0101/5907. Elixir PL/0101/5908. Further information is available on request from Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 21 0883

**Dorsey**  
LABORATORIES



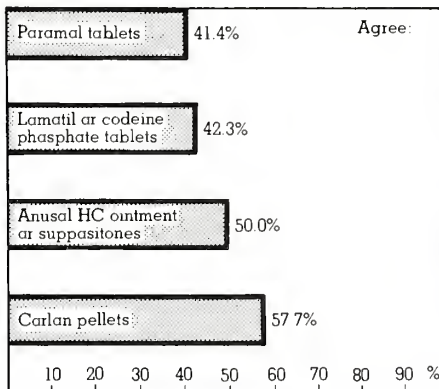
would be a useful course of action, 59 per cent felt it would not. Among the reasons given were the following: Mid-stream urine culture is always needed for diagnosis and choice of antibiotic, therefore making the pharmacist's involvement in treatment inappropriate (26 per cent of GPs gave this reason); patient's drug sensitivities and past history must be considered (15 per cent of GPs); prompt relief of symptoms was desirable, therefore treatment should be commenced immediately and the pharmacist should be able to prescribe (14 per cent of responding GPs); the course of action suggested (ie: stick test and antibiotic) was what the GP would have done, so it would be appropriate for the pharmacist to do this in the circumstances (12 per cent responding GPs).

## Know your GP

The variety of justifiable responses in both case studies reinforces the importance of community pharmacists knowing the attitude of local GPs to the pharmacists in such situations.

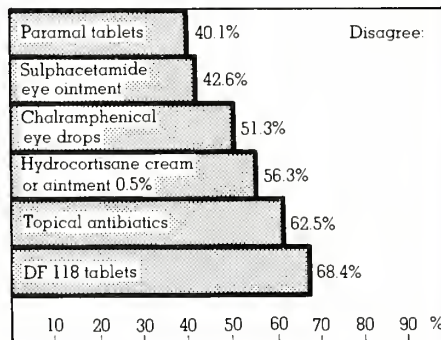
One section of the questionnaire asked GPs for their opinions on the possible use of "notification cards" by pharmacists. The

**Table 3**  
**Attitudes of GPs towards supply of POMs by pharmacists**



notification card would be given to a patient by the pharmacist when being referred to his or her GP, and would contain details of the patient's symptoms, including duration, and any medication which had already been tried. The patient would then present the card to the doctor during consultation. Four hundred and ninety three GPs (83 per cent) were in favour of such a card being issued on those occasions when the

**Table 4**  
**Attitudes of GPs towards supply of POMs by pharmacists**



pharmacist felt that the symptoms described required further investigation.

When asked if they would be prepared to inform the pharmacist of their findings and treatment to provide some feedback, a small majority of GPs (52.5 per cent) indicated that they would be willing to do so. How well this would work in practice is difficult to tell. Many doctors admitted that they did not always inform dentists of the

## £3,000 Reward

will be paid to anybody who can name all the new shops opened in London in November.

## 200-300 new shops

open in London every single month we know the addresses of all of them. This explosive information is available to your main competitor or to you, who will it be . . . ?

Pick up the 'phone and call  
**01-451 2292**  
Now!

**Ruth James, Mast Enterprises,  
Suite 4, 37 Christchurch Avenue,  
London NW6.**

## When you want RUBBER STAMPS yesterday!

From ONE to whatever quantity then use our  
**SUPERFAST** service for a complete range including  
**DATING • TIMING • CODING • NUMBERING ETC.**

Send for further details and brochure

**JOHN T. CLARKE & SON LTD**



BATTERSEA RD, HEATON MERSEY, STOCKPORT, CHESHIRE SK4 3EN  
TELEPHONE: 061-432 9451

LONDON OFFICE - 31 HOXTON SQUARE LONDON N1 6NP TEL 01 739 6956

## COMPUTER SELF ADHESIVE PEELABLE DISPENSING LABELS

AS ONE OF THE LEADING SPECIALIST LABEL MANUFACTURERS, WE HAVE THE FACILITIES TO PRODUCE THE RIGHT SIZE COMPUTER LABEL FOR YOU, TO SUIT WHICHEVER COMPUTER PRINTER YOU HAVE.

**Prompt Delivery** - wherever you are situated, we are never too far from you. SOS deliveries 3-4 days. Normal delivery 10 days max.

**Customised Labels** - Special logo and lettering if required. Choice of 5 ink colours. **Very competitive prices** No charges for blocks, artwork or delivery.

For further details write to:  
**DIPPON LABEL COMPANY**  
Unit 11, Premier Trading Est., Dartmouth Middleway, Aston, Birmingham, B7 4AT.

**Tel. 021 359 8183 (2 lines)**





A pharmacist counsels in one of the NPA campaign advertisements.

outcome following patient referrals, though they knew they ought to.

The use of notification cards is the subject of a current research project by the Pharmacy Practice Research Group at Aston.

Many responders supplied additional constructive comments which helped to clarify the reasoning behind some answers. There was some concern that there might

be increased misuse of medicines if the availability of certain preparations became more widespread.

### Conclusions

From the answers received, it is clear that GPs already appreciate and value the counterprescribing service provided by community pharmacists and are in favour of its extension in specific areas.

Perhaps one way of improving and extending counterprescribing would be for pharmacists and doctors to meet to discuss specific conditions and their treatment, allowing pharmacists to gain more clinical acumen, while not over stepping their capabilities, and at the same time, reminding the doctor of the pharmacist's presence and important function in the community with respect to advising patients. This could be done at a personal level or through the medium of joint meetings. In the Birmingham area a series of joint meetings for the coming year have been planned as a direct result of the response to the questionnaire by one local GP who also happened to be involved in organising postgraduate education for GPs.

### References

- 1 Editorial, *Update* 1982, 2, 9-10
- 2 Editorial, *British Medical Journal*, 1978, 2, 911-12
- 3 *Pharmaceutical Journal*, 1982, 229, 130
- 4 Townsend, B G., Berrie, A. "A survey of views held by general medical practitioners on the role of the retail pharmacist" *Pharmaceutical Journal*, 1980, 225, 444

These Australian made products have strong potential for the British market. The potential of good sales for the agent and as efficient, reliable products for the end user. They demonstrate the specialised skills and expertise of Australian manufacturers. Manufacturers whose products have proven their worth by their performance internationally. If you are interested in any of the listed products, please contact the Australian Trade Commissioner. He's the man who can help you with all details.

#### MACADAMIA BEAUTY PRODUCTS

Two natural beauty products have recently been developed in Australia. They are made from the oil of the Macadamia nut, which itself is a native of Queensland, Australia.

The Macadamia nut possesses a chemical make up not found in any other nut — Palmitoleic acid which helps restore and maintain the natural oil and moisture balance of the skin.

This beautiful, fine oil is available at present in the form of two products, Macadamia Natural Moisture Balance and Macadamia Natural Beauty Soap. Eden Laboratories, manufacturers of the Macadamia range, plan to add another six Macadamia products to their line within the next few months.

#### PREGNANT SUPPORT PILLOW

A Pregnant Support Pillow which helps relieve back-ache and aids sleeping comfort, has been developed by the

## SEE WHAT YOU'RE MISSING



Free! Australian Trading News. The journal that keeps you up with the latest from Australia. Be put on the mailing list for regular copies. It's another way the Australian Trade Commissioner can help you.

#### For further information



Australian High Commission, Australia House,  
Strand, London WC2B 4LA  
Tel (01) 438 8000

Australian Consulate-General, Chatsworth  
House, Lever St., Manchester M1 2DL  
Tel (061) 236 9815

Australian company N & P Enterprises Pty Ltd. The pillow, which is made from high quality, long lasting foam rubber and covered with cotton, keeps the spine straight and removes the pulling effect on the stomach and the muscles involved, reducing the possibility of stretch marks.

Featuring a cut out section which enables the stomach to receive extra support, the pillow features a cut out at each end making it possible for the user to sleep on either the right or left hand side.

The pillow measures 116cm long, 245mm wide, and 100mm thick. It weighs approximately 1kg, making it particularly easy for pregnant women to carry around.

The pillow, which comes in standard white, but is available in other colours to bulk purchasers, also gives relief and comfort to hernia and cartilage sufferers.

#### NATURAL FRUIT BARS

Allens, one of the largest confectionery manufacturers in Australia is now marketing, it's Bellis Fruit Bars in Britain.

The bars are natural nourishing and full of real fruits and nuts. There are apricot and almond bars, sesame sunflower bars, fruit and nut, fruit log, orange, apricot and pineapple and strawberry bars and fruit pieces in bags.

The company also produces bars with no added sugar. Every bar is fortified with glucose.

The company's other products include hard candy, nougat, compressed tablets, licorice bubble gum, jubes and jellies.



## Display for videos that's got it taped

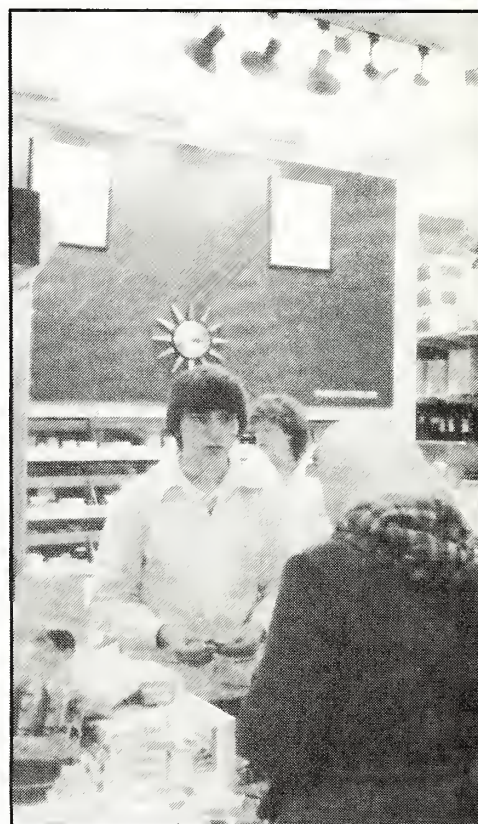
**A Glasgow pharmacist who has diversified into video rental chose to store and display the cassettes in similar units to the automated storage and retrieval system employed in the dispensary.**

New ground is being broken by chemists J & M McLaren Ltd, who have introduced a Kardex automated storage and retrieval system for handling their video cassette rental (VCR) library. It is a move which has the blessing of their insurance company for the improvement in physical security.

J & M McLaren opened about four years

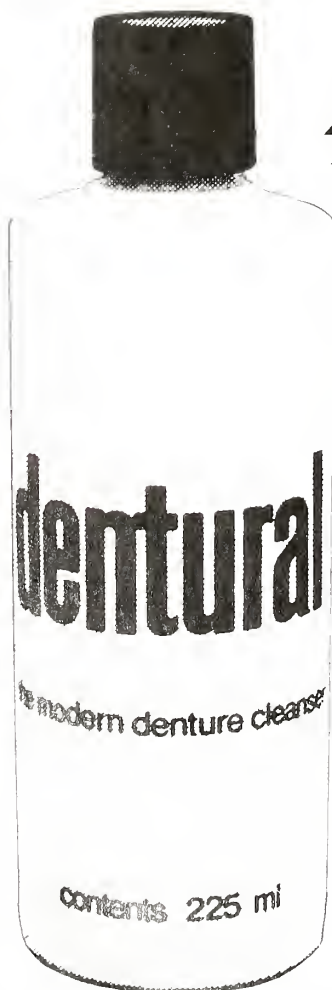
ago in Pollock Centre, a modern suburban shopping precinct in Glasgow. From the outset, John McLaren based his pharmacy activities on a Kardex Pharmatriveer. This is a high-capacity automated storage and retrieval unit, specially designed for the dispensing business. Compared with traditional methods of shelf or drawer storage, he says, it offers considerable savings in floor space and access time.

Pharmatriveer also eliminates a great deal of physical effort for the pharmacist, for at the touch of a button it brings required medicines to the user at optimum working height. It cuts out the need to stoop to low shelves or drawers, or to reach and stretch to high levels. It has a metal carcass which is closed and locked when not in use so that contents are kept secure and free from dust and dirt.



**A view of the video cassettes stored on the Kardex Lekitriver positioned adjacent to the script reception counter. A Pharmatriveer can be seen behind**

A "Chemist only" product  
available from your wholesaler



**the big pack with the low price**

# the solution for cleaner dentures

**Now backed by a brand new national advertising campaign designed to increase your trade. Make sure you have sufficient stocks to meet the demand.**

Macarthy's Laboratories Ltd Romford Essex Tel: Romford 46033





Having established a thriving dispensing business, McLaren looked to VCR renting as a profitable sideline. Within a few months the success of this venture was bringing its own problems of handling and controlling thousands of cassettes and keeping the valuable stock secure. Insurers were keen on the idea of having the video store in lockable cabinets in a separate room at the back of the shop, but this meant continual traffic through a narrow corridor with consequent delays for the customers and irritations for staff.

### Lateral thinking

In an example of lateral thinking, John McLaren hit on the idea of using a Pharmatrive-type machine for the VCR library. An 18-carrier Kardex Lektrieve was installed last November. Just over half its capacity is taken up with some 1,000 titles in stock (in both VHS and Betamax), and the spare carriers are providing a useful back-up store for general shop stock.

Occupying very little shop floor space, the Lektrieve is sited alongside the pharmacy, shielded from public interference by a cash register "barrier". Yet customers have a clear view of the large open area at the front of the Lektrieve, giving sight of four carriers at one time. Without stooping or stretching, shop staff similarly have access to four carriers at once, a useful feature when business is brisk.

Physical security in the shop is high, combining intruder alarms, steel doors at the back of the premises, and continuous closed-circuit television scan. Extra night-time protection for the videos is arranged by positioning these carriers at the rear before machine power is isolated and the shutters closed and locked

# Nature's packaging



# packaging Nature



For a wide choice of natural foods, vitamins, minerals & supplements, contact the leaders in Health Food Supplies:

# Health & Diet Food Co. Ltd.

Godalming (04868) 28021 - ask for Helen Richardson or please complete the coupon below: our local representative will be pleased to call on you.

Store Name .....	
Address .....	
.....	
Person to contact .....	Tel No .....



## Bloomsbury Blues

The delightful photographs, published in the *PJ*, of our former Bloomsbury Square headquarters — which we lost as a result of a bureaucratic muddle — caused me to reflect on the chunk of real estate we now own in Lambeth.

I see that a 30 per cent rate increase is forecast for Lambeth in 1984: the cumulative increase since our headquarters was established there must be staggering. Let us hope rate capping will limit it.

The Society's accounts are not particularly forthcoming, and I suppose the rate burden is hidden in the general heading "maintenance of premises", the total of which may this year be creeping towards the half million mark. Surely this is too high a figure for what is after all a rather small professional body?

Is it not time to capitalise on our headquarters? Why not lease it to an insurance company or the like and seek a more elegant, stylish and cheaper property — perhaps in St Albans?

The going rental rate in Lambeth is around £12 per sq ft (with rates at about the same level, I am told). This should provide the membership with a welcome cut in the retention fee. Best of all, let's abolish the latter anomaly — but that is another story.

**Clovis**

## Class B balance accuracy?

The Welsh Pharmaceutical Committee has become concerned at the potentially dangerous current practice of check-weighing "class B" dispensing balances only at their maximum permitted weighing. There is evidence that small percentage errors in balance accuracy at this maximum do not hold true for the whole of the permitted range of weighings, and quite large errors may occur at the 100mg minimum permitted weighing.

The Weights and Measures Act, Section 14(1) 1963 and Section 5 1976 gives the Trading Standards Department the authority to check these balances in community pharmacies. However, the current regulations allow for balances, at inspection, to be checked only at their maximum capacity, usually 25g. The tolerance at this weight (that is sensitivity plus error) is 65mg a permitted variation of  $\pm 2.6$  per cent. This tolerance however does not have a proportional linear

relationship down the scale. Recent checks have shown that a balance can be as much as 65mg (that is 65 per cent) out of true at the balance's minimum capacity of 100mg, yet still fall within the permitted limits of the current Weights and Measures Regulations.

The dangers are obvious if these balances are to be used for weighing small quantities of agents such as morphine or diamorphine. Inquiries of the National Weights and Measures Laboratory reveal they are aware of the potential problems arising from the absence of a requirement for a minimum capacity limit on balances. Draft EEC directives exist which eventually will solve this problem, but it is expected that some time will pass before the directives are reflected in new British regulations.

It is clear therefore that pharmacists must accept responsibility for the time being, and the solution would be for all pharmacies in hospital and the community to arrange for their "class B" balances to be checked by a competent servicing agency using National Physics Laboratory check weights covering the whole range between 100mg and, say, 25g. This would ensure that each balance is given a "minimum weighable quantity", so as to allow for a variation of 5 per cent of that weight in the balance's accuracy. A simple additional day-by-day device would be for pharmacists themselves to check the balance's accuracy on a routine basis, with special emphasis given to accuracy at the minimum permitted weighing.

**Professor P.S.J. Spencer.**

*Chairman, Welsh Pharmaceutical Committee*

**C. Ranshaw.** *Member, WPC*

## Coeliac Society

I would be very grateful if you could find space to allow me to put the record straight on at least one point in the recent letter (*C&D* November 19, 1983) from Dr Woodward of Larkhall Laboratories.

The Coeliac Society of the United Kingdom does not receive donations from commercial companies who wish to sell wheat starch based products.

The CS has a clear aim to help all medically diagnosed coeliacs and sufferers of dermatitis herpetiformis, so that they can lead a normal and active life without the need for large quantities of special vitamins.

Your readers might be interested to know that through the activities of our members during the current year, our medical trustees have been able to allocate over £30,000 to research in this field.

**Alister Borthwick**

*Chairman*

The Coeliac Society, London NW2

## Out of touch

Once again our leaders have put the cart before the horse. I sometimes wonder if there are any "grass roots" pharmacists on the Council — or do they sit daydreaming in offices, miles away from a counter?

"They" decided we should have expensive machines to print labels (with costly maintenance). The deadline was January 1 — it should have been April 1, for obvious reasons.

Now "they" are advocating a speedy change to unit packaging. If this new gimmick is to be, then surely the packs would carry all the relevant details — expiry dates, batch numbers, warnings, dosages, etc. All we would need is a thick pen to erase the irrelevant portions (eg multiple dose chosen) and write a name and date on — no doubt in a suitable area left on the pack. So why do "they" mess us about?

I hope that this year any new potential Council members prove somehow they have some knowledge of the "chemist shop".

**Old Timer**

## Clawback shame

Many privately-owned pharmacies have been very naughty! When offered famous brands of ethicals for use in their NHS dispensing, at a lower price than the current list price, they actually bought them and made a disgraceful profit.

What a fuss and feathers this caused! Surely, said the Society and the NPA, this is indeed a let down for the prestige of our profession.

But the fact that all the multiples have been getting full wholesale discounts on all their purchases since 1948 is conveniently ignored. It's the old story: "It's the rich what gets the pleasure — and the poor what gets the blame: Isn't this a blooming shame".

**A.H. Walker**

*Acton, London*

## Calling card

"Ouch". Mr Paul A. Roberts' comments ("No calls" — *C&D* January 7) could be really hurtful. However, we do not claim to visit every chemist, Mr Roberts, but you are lined up for an early call. Be kind to strangers Mr Roberts!

De Witt are here — and here to stay.

**L.J. Godfrey**

*Managing director*

De Witt International Ltd, London E10



# Some people need more than a trace of zinc



Most people get enough zinc; traces of it in the normal diet are enough for day-to-day requirements. But some people do not eat a normal diet and they are at risk of zinc deficiency. And as zinc is lost in sweat, people who exercise heavily need more than the rest of us and may also be deficient.<sup>1</sup> As zinc is important for muscle strength, endurance and tissue healing<sup>2</sup>, supplementation may be vital.

Until now zinc supplements have had one drawback – they were associated with a high incidence of gastrointestinal side effects. New Solvazinc is a soluble tablet which has virtually eliminated this problem. You can recommend Solvazinc with confidence.

AVAILABLE THROUGH  
PHARMACIES ONLY



## **Solvazinc** The ideal zinc supplement

Further information is available from: Thames Laboratories Limited, Thames Building, 206 Upper Richmond Road West, London SW14 8AH. Telephone: 01-876-4316. References: 1. Harlambre, G. (1981) *Int.J.Sports.Med.* 2: 135. 2. Krotkiewski, M. et al., (1982) *Acta.Physiol.Scand.*, 116: 309

Find out more about zinc.

Send for the Zinc Information File now. Just fill in the coupon and post to Zinc Information File, Thames Laboratories Ltd., Thames Building, 206 Upper Richmond Road West, London SW14 8AH. Please send me my copy of the Zinc Information File.

Name \_\_\_\_\_

Pharmacy stamp \_\_\_\_\_

**Thames Laboratories Ltd.**



# Wellcome warn that R&D will suffer

**Wellcome Foundation increased turnover by 14 per cent to £674m in the year to August 27, 1983. Pre-tax profits were up 11 per cent at £62.1m.**

Chairman Alfred Shepperd blames the discrepancy between sales and profit growth on "continued cost pressure on profit margins."

Research and development spending reached £81m in 1983, representing 12 per cent of total sales. Mr Shepperd foresees problems maintaining research spending, however: "In the UK there is a real danger that short-term Government financial attitudes will result in a serious debilitation of the industry and remove it from its innovative position in the world" he says. "Adequate revenue is essential if we are to maintain our research programme, and this point is all too often overlooked by politicians of all parties."

UK sales for the group were steady at 14

per cent of total. Capital spending in the UK amounted to £18m, from an international total of £39m. The company's new deep cell interferon plant at Beckenham — described as the "world's largest" — accounted for £1.5m of this, with a further £2m going to the opening of a warehouse and distribution centre at Crewe.

On the product front, UK introductions from Wellcome over the year have included Zovirax, Tracrism and Flolan.

The main trend in manufacturing activity has been towards increased efficiency, with particular attention to energy conservation and automation.

The company's liquids plant at Crewe has been automated, with the first robot now working there.

Despite this capital expenditure, Wellcome have managed to reduce net borrowings by 3 per cent to 22 per cent of shareholders' funds.

# Vestric to go with new ranges

**Vestric are to launch a homoeopathic range and a counter medicinal range, together with other brand extensions, this year.**

The company says the homoeopathic range will include tablets, ointments and items from the "classical" plant and alkaloid remedies.

Retail development manager Alan Turner says of the Healthtime relaunch last year: "By mid-way through this year most of our customers will be using the term Healthtime as a generic concept and will be referring to Vestric for their healthcare products."

The company is continuing to look for specific projects for its sales force. Last year the force specifically promoted goods from Kodak, Philips and Duracell for selected periods. "These companies have achieved good results by using our sales force as their sales force," says marketing manager John Kerry.



# Is your business geared for PROFIT ?

Shopfitting & Design can create the right environment at the right price to allow your business to grow, to increase your turnover and therefore your profit.

We were the first company to pioneer the use of 'Continental dispensing' in the U.K., with the guidance and constant consultation with many satisfied clients, we now know how to adapt the system for British use.

*shopfitting*  
**design**

**Shopfitting & Design Centre**  
Heron Rd, Sowton Ind. Est.  
Exeter Tel. (0392) 37791/2



## Front shop must be commercial

**The vital need for pharmacies to continue to be committed to "a commercial front shop" has been stressed by Vestric managing director Peter Worling.**

Present Government policy of reducing drug costs meant that pharmacists' chances of running a profitable business on the professional side only were growing more difficult "and they must still be committed to a commercial front shop", Mr Worling said. He was addressing the company's OTC suppliers' conference last month.

Community pharmacists have gained some benefits during the year from the very comprehensive wholesale market, continued Mr Worling. They had been able to take advantage of the cash discounts on offer for prompt settlement. In addition, there had been some gains from purchasing

ethicals at a discount available as parallel imports.

These benefits were likely to be short lived as the Government were determined to claw back additional profits which had been made on ethical pharmaceuticals used in dispensing.

There was a need therefore to develop the OTC market and build profitable sales both of medical counter lines and toiletries, said Mr Worling.

The pharmacy was an important market sector which manufacturers must support. If manufacturers found their sales through pharmacy were reducing, this was a cause for some concern, due either to their lack of development of this sector or poor distribution.

Pharmacists were now polarising their accounts to depend heavily on one wholesaler, thus maximising their discounts. "This means the days of working out a promotion on the assumption that there will be enough wholesalers to sell it through are fading," Mr Worling said. "You must get your promotions through the right channels."

## Fire destroys £1¼m stock

**A fire at Merrel & Pardoe's Park Lane warehouse in Oldbury, just before Christmas, destroyed £¼ million of stock — about two-thirds of their total holding.**

"But thanks to a magnificent effort from all suppliers the hic-up in supplies will be at a bare minimum," Keith Scrivens, sales director, told C&D.

Only three items of packaging are now outstanding, including that for the company's disposable nappy, but, Mr Scrivens said, these should be available by the end of next week.

## VAT changes?

**The National Federation of the Self Employed is claiming a major VAT victory in Europe.**

A federation-sponsored amendment has been incorporated into resolutions designed to harmonise tax legislation throughout the community.

The European Commission will be asked to consider the removal of VAT on transactions between registered traders. Although this process generated no net revenue, compliance cost for the trader has been put at around £750m.

"We have achieved success in Europe despite our own Government's refusal to

act", comments Federation chairman Dr Bernard Juby. "We will take the earliest opportunity to draw this resolution to Chancellor Lawson's attention and seek its endorsement in this country."

■ A sixth edition of the ABPI's code of practice covering pharmaceutical promotion has been published. There are revised clauses to take account of the increasing use of new information technology, such as video and viewdata systems, for promotional purposes.



Vestric's 1983 Supplier of the Year shield went to Elida Gibbs. The award, given for performance, turnover, co-operation and general trading policy, was presented by Vestric managing director Peter Worling (left). Accepting on behalf of Elida Gibbs is sales and commercial director Roy Goldsmith. Runners-up for the shield included Sterling Health and Procter & Gamble.

## Buy out at Seward

**Seven former managers of Seward Pharmaceutical, the East Grinstead pharmaceutical manufacturers which closed down last November, have bought the company from its previous owner, UAC International Ltd, a division of Unilever.**

The management buyout was backed by ICFC, part of Investors in Industry, and the First National Bank of Boston, with support in the form of loans and shareholdings in the new company, Sussex Pharmaceutical Ltd.

No interruption in the supply of medicines presently manufactured by the company is anticipated. The Seward label will be replaced over the next few months with that of the new company.

Leading the buyout team is the former manager of Seward Pharmaceutical, Mr Harry Shepherd, who ran the company for ten years before the closure by UAC International as part of a rationalisation programme. Mr David Cook becomes sales director, Mr Les Stephenson production director, and Mr David Maxwell UK sales manager.

Prior to its closure, the company's main activities were the manufacture of a wide range of generic and branded pharmaceutical products. Future plans are to extend both domestic and overseas markets.

## 'Gold' finishers

The two independent photo-finishers who have won gold awards in the Kodak quality scheme in November are Grunwick Processing Laboratories Ltd, Borehamwood, one of the largest laboratories in the UK, and the small family business of R.H. Williams of Haverfordwest.

Both gain their awards for achieving the Kodak point standard during the months August to November, 1983.

Silver awards go to Colourcare International, Liskeard and Norman Rooker Ltd, Birmingham for achieving the Kodak point standard for two consecutive months.

■ The "new look" debuting in last week's C&D brought its share of teething problems. Our picture and caption describing a tour of May & Baker's Dagenham site (*Business News* p35) lost its first line, thereby omitting to mention who had actually toured the plant! The mystery visitor (second right in our picture) was Ugandan Prime Minister Eric Otema Allimadi.



## Hologram cheque and credit card

**New-style credit cards using holograms for added security will be introduced in March. Cheque guarantee cards using the same principle follow in April.**

Holograms on the cheque cards — designed to make forgery more difficult — will feature three images. As the angle of the card is shifted in the light, either a three-circle "Money Mark" symbol, the £50 card limit or the words "Bank Card" can be seen.

The redesigned cards will be used by all the country's 20 chequecard banks. They will be issued as current cards expire.

Other improved safety measures include fine-line security printing with a rainbow colour effect (as currently used on banknotes). A larger signature strip has been used, incorporating security printing and made resistant to chemicals currently used by forgers to remove genuine signatures. The back of the cards also features security printing.

The banks have incorporated other anti-tampering measures in addition to these, but are giving no further details, preferring to "let the forgers find out for themselves."

A major programme of retailer education is planned to introduce the changes. Although the redesigned cards will look "completely different" from those currently in use, basic procedure for shop staff will remain unchanged.

"We are, however, asking retailers to be even more careful" explains the Banking Information Services' Cheque Card Committee. "After all, these improvements to the chequecard system have been very expensive, and we'll only get value for money if we can persuade people to look at the things properly."

Hologram credit cards — to be used initially by Barclaycard and Access — will also be introduced on a reissue basis. A similar system is already in use by Mastercard in the USA.

No final decision has been made yet regarding designs to be used. But it is thought Barclaycard, for example, will feature a dove (the international Visa symbol) and the bank's own eagle.

The banks still have no plans to introduce holders' photographs on either cheque or credit cards.

## Mission to Japan

**The Cosmetic, Toiletry and Perfumery Association has applied to the British Overseas Trade Board for financial support for a mission of UK exporters wishing to develop sales to Japan.**

If the BOTB accepts the application a subsidy of £750 per head would be payable to each member of the mission, says the CTPA.

While in Japan it is planned to arrange meetings with potential distributors and there will be presentations on the structure of the Japanese market, Japanese consumer preferences and pitfalls of trading there. Details from Bryan Cassidy, director-general, CTPA, 35 Dover Street, London W1X 3RA (telephone 01-491 8891).

**Cosmoprof:** CTPA is also negotiating with BOTB for a joint venture stand at this year's Cosmoprof, to be held from April 28 to May 1, in Bologna, Italy.

The BOTB provides space and a shell stand or other appropriate display facilities at attractive rates especially for first-time exhibitors.

## COMING EVENTS

### EZ '84

The Department of Environment is to organise an exhibition, EZ '84, to promote Britain's enterprize zones.

The exhibition is to be held at the Royal Lancaster Hotel, London W2, February 28 to March 1. Its aim is to publicise to industrialists, potential investors and other interested parties the opportunities provided by each of the 23 zones in England, Wales and Scotland and N. Ireland. Benefits include exemption from local authority rates and development land tax, 100 per cent allowances against tax and for capital spending on industrial and commercial buildings, and a greatly simplified planning system with most developments having automatic planning permission.

Free tickets for the exhibition are available from Department of the Environment (EZ), Room P2/102, 2 Marsham Street, London SW1P 3EB.

*Monday January 16*

**Epsom Branch, Pharmaceutical Society,** Bradbury Postgraduate Medical Centre, Epsom District Hospital (2nd floor),

at 7.45 pm. Mr R. Wright, Janssen Pharmaceuticals, on "A fresh look at the treatment of D & V"

**Leicestershire Branch, Pharmaceutical Society,** Postgraduate Medical Centre, Royal Infirmary, Leicester, at 8 pm P.G. Lecture No 1

**Mid Glamorgan East Branch, Pharmaceutical Society,** The Globe Hotel, Pontypidd, at 8 pm. Dr C. Long speaking followed by buffet supper

**Plymouth Branch, Pharmaceutical Society,** Derriford Hospital Board Room, at 8 pm. Mr D.J. Ashcroft, director of chiropody, Plymouth College of Further Education, on Chiropody

**Southampton Branch, Pharmaceutical Society,** Postgraduate Medical Centre, Southampton General Hospital at 7.30 pm. Dr J.N. Kenyon, on "Alternative medicine & its relevance to modern medical practice"

**Weald of Kent Branch, Pharmaceutical Society,** Kent & Sussex Hospital, Postgraduate Centre, Tunbridge Wells, at 8 pm Miss E. Rowe, dietitian, Kent & Sussex Hospital, on "Special diets, lecture 1"

*Tuesday, January 17*

**Bristol Branch, Pharmaceutical Society,** Frenchay Hospital Postgraduate Medical Centre, at 8 pm. Talk on "Counter-prescribing"

**Fife Branch, Pharmaceutical Society,** Anthony's Hotel, Kirkcaldy, at 7.45 pm. Dr Graham McNeill consultant physician, on "Advances in the management of cardiac patients"

**Lancashire Branch, Pharmaceutical Society,** Strathaven Suite, Garrison Hotel, Motherwell, at 8 pm. Dr A.T. Proudfoot, regional poisoning treatment centre (poison bureau), Royal Infirmary, Edinburgh, on "Poisoning and toxicology"

**Stirling Branch, Pharmaceutical Society,** Regency Suite, Terraces Hotel, 4 Melville Terrace, Stirling, at 8 pm. Dr R. Fairley GP, on "Infectious diseases of childhood"

*Wednesday, January 18*

**Leeds Branch, Pharmaceutical Society,** Civic Hall, Leeds, at 8 pm. Guided tour, joint meeting with Leeds Branch, NPA

**Scottish Department, Pharmaceutical Society,** 34 York Place, Edinburgh EH1 3HU. Dr Sheila Reith, consultant physician, on "Insulin administration and delivery systems"

*Thursday, January 19*

**Barnet Branch, Pharmaceutical Society,** Barnet General Hospital, Postgraduate Medical Centre, at 7.30 pm. Talk on "Adverse effects of drugs on the hard and soft tissues of the mouth" Joint meeting with BDA

**Bradford and Halifax Branch, Pharmaceutical Society,** Victoria Hotel, Bridge Street, Bradford, at 8 pm. Alan Smith, chief executive of PSNC

**Bedfordshire Branch, Pharmaceutical Society,** Bird-in-Hand, Henlow Camp Crossroads, at 8 pm J.M. Foy and D.J. Hopkins on "Autonomic drugs and the eye" and J.M. Foy on "A guide to the pharmacist, on dental pain" PSGB tape slide presentation

**Dorset Branch, Pharmaceutical Society,** Postgraduate Medical Centre, Poole General Hospital, at 7.30 pm. Dr Hooker, on "Microbiology". Buffet supper.

**Hull Branch, Pharmaceutical Society,** Postgraduate Centre, Hull Royal Infirmary, Hull, at 7.45 pm. Professor G.W. Gray, Hull University, on "Liquid crystals and their applications"

**Northumbrian Branch, Pharmaceutical Society,** Freeman Hospital, Newcastle. Professor M.F.G. Stevens, on "Chemotherapy of cancer"

**Wirral Branch, Pharmaceutical Society,** Wirral Postgraduate Medical Centre, Clatterbridge Hospital, at 8 pm. Dr A. Rustage, Boodle and Dunthorne, on "British hallmarks on silver"

**Bradford and Halifax Branch, National Pharmaceutical Association,** Victoria Hotel, Bridge Street, Bradford, at 8 pm. Mr A.J. Smith, chief executive, PSNC, on "Current NHS matters"

**Lancaster & Morecambe Branch, Pharmaceutical Society,** Postgraduate Centre, Ashton Road, Lancaster, at 7.45 pm Postgraduate course on "Aspects of preventive medicine — diet and obesity and dental health"

*Advance Information.*

**KAE Business Development Conference 1984,** Barbican Centre, London EC2, on Tuesday, March 6. Practical case studies on household and toiletry products; fast food retailing, drinks & food, cars, and dairy products. Guest speaker will be Sir Terence Conran. For further information contact Conference Division, KAE Group Ltd, KAE House, 7 Arundel Street, London WC2 3DR Tel 01-379 6118

*Chemist & Druggist 14 January 1984*



**Post to**  
Classified Advertisements,  
Chemist & Druggist,  
Benn Publications,  
Sovereign Way, Tonbridge,  
Kent TN9 1RW  
Telephone Tonbridge (0732)  
364422 Telex 95132.  
**Ring Andrew Mogridge ext**  
**272 for further information**

**Publication date**  
Every Saturday  
**Headings**  
All advertisements appear under  
appropriate headings  
**Copy date** 4pm Tuesday prior  
to publication date.  
**Cancellation deadline**  
5pm Monday prior to  
publication date

**Display / Semi Display**  
£11.50 per single column  
centimetre, min 30mm Column  
width 42mm  
**Whole Page** £990.00  
(260mm x 180mm)  
**Half Page** £525.00  
(125mm x 180mm)  
**Quarter Page** £295.00  
(125mm x 88mm)

**Box Numbers** £2.50 extra  
**Series Discounts**  
5% on 3 insertions or over.  
10% on 7 insertions or over.  
15% on 13 insertions or over

## Distributor Wanted

# DISTRIBUTOR REQUIRED

We are an established U.K. Pharmaceutical company with a number of licenced specialities in the "P" and "POM" categories with great potential.

We are now interested in opening discussions with a reputable active distributor and / or Pharmaceutical Manufacturer with an active sales force calling on chemists for our OTC "P" products and / or having medical representatives calling on doctors and hospitals for our "POM" and "P" category specialities.

Interested companies at the highest level of management are requested to write to **BOX C&D 3030**, in order that a **suitable appointment may be arranged.**

## EXCLUSIVE DISTRIBUTOR WANTED

Established medical products Distributor is required to sell to the hospital/medical market on an exclusive basis throughout the U.K. The product, developed and manufactured in Sweden, is a roll of impregnated injection swabs. Each pack consists of 225 tear-off swabs perforated for easy use and is patented world-wide.

*For further information write to:*

**Medema**  
**Medema Limited, Southbank House,**  
**Black Prince Road, London SE1 7SJ**  
**Telex: 295555 LSP G**

## Agents

# AGENTS

Specialised toiletries required by U.K. Distributors for Vittel French Mineral Water and Aerosol Sprays.

At present the products are selling into Harrods, John Lewis Partnerships and other leading outlets.

We are looking for agents throughout the U.K. to sell this simple highly professional line into Chemist and Departmental stores.

**TELEPHONE: 01-262 7299**  
**MR DAVID LIEBER**





# This is Quality Labelling

## DRUG

Can be made as comprehensive, or brief, as you like. Branded and generic names can both be used. New drugs can be instantly added to memory and withdrawn ones deleted.

## DOSAGE

The wording is entirely up to you – and instructions can be called up instantly, however complex.

## CAUTIONS

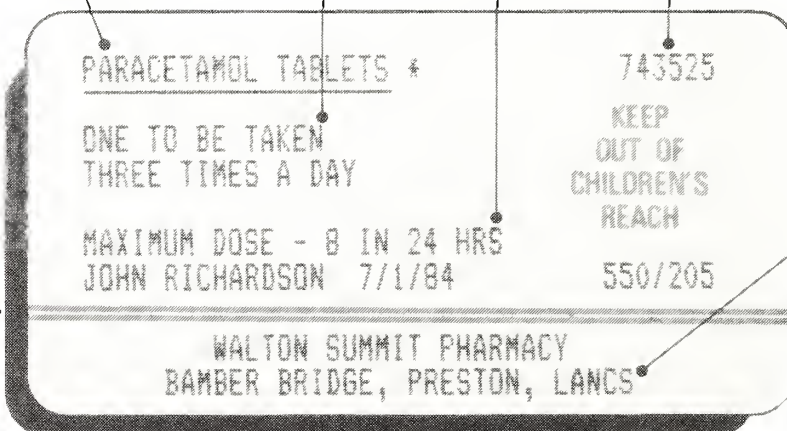
Are linked automatically to drug name, and can be re-worded in any way legislation may require.

## CODE

Linked also to drug name – PIP, Link or Prosper. Easily amended if you need to.

## YOU

Your name and address can be either printed by the computer (as shown) or pre-printed labels can be used. The choice is yours, you have complete flexibility and total control. The Richardson System – from £1,135, please ring for a demonstration in your dispensary.

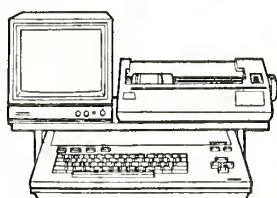


NPA Recommended

John Richardson Computers Ltd., Unit 337, Walton Summit, Bamber Bridge, Preston, Lancashire PR5 8AR. Tel: (0772) 323763

**PACE Beta**

## Pharmacy Labelling System



The advanced professional system you won't grow out of.

HIGH SPEED FULLY BUFFERED £795+VAT

We could tell you lots more but there isn't the space so why not call us now on **061-928-0087** for a personal demonstration.

## Pharmaceutical Computer Systems Ltd

37 Stamford New Road,  
Altrincham, Cheshire WA14 1EB.  
Tel: 061-928 0087.

**PACE**

## Exports

BUYING \* SELLING \* SHIPPING \* CONFIRMING \* WAREHOUSING \* EXPORTING \* PACKAGING

## COMPLETE EXPORT SERVICE

CONTACT US FOR YOUR: EXPORT REQUIREMENTS INCLUDING PROPRIETARY — GENERIC PHARMACEUTICALS AND BRANDED — UNBRANDED COSMETICS WORLDWIDE. INQUIRIES FROM MANUFACTURERS SEEKING EXPORT MARKETS FOR THEIR PRODUCTS ALSO WELCOME.

**INTERPHARM EXPORTS LTD,**  
216 ST. JAMES'S ROAD, CROYDON,  
SURREY CR0 2BW.

TELEX: 8951260 TEL: 01-683 1160

EXPORTING \* PACKAGING \* FORWARDING \* BUYING \* SELLING \* SHIPPING \* EXPORTING

## Contract Packing

## Meet Fleet. The experts in manufacture & assembly of pharmaceuticals & toiletries.

To find out more about our full range of contract packing, manufacturing and product development services, send today for the Fleet brochure  
Fleet Ltd., 94 Rickmansworth Rd., Watford, Herts WD1 7JJ. Tel: (0923) 29251

Name \_\_\_\_\_

Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

**Fleet**

Large enough to cope,  
small enough to care.

TOILETRIES, COSMETICS, PHARMACEUTICALS, MEDICINES.

## Business Opportunities

## PARLEZ-VOUS FRANÇAIS?

Major French wholesaler wishes to export pharmaceuticals to Great Britain.

Pharmacists requiring details of products and discounts available should in the first instance write to their agent.

c/o:

**BOX C&D 3031**



## Stock for Sale



### IMPORT / EXPORT

Call us for the most competitive prices; the best range; the quickest service; cash and carry.

### CONTACT: EURO CHEM LTD

3 Prince Close, Walworth Ind. Estate, Andover,  
Hants. Tel: 0264 59872/59585.

### FRENCH & UK PERFUMES

Cosmetics at competitive prices wide selection of sun preps and fashion sunglasses.

DENNIS AVIS WHOLESAL  
(COSMETICS),  
295 REGENTS PARK RD,  
FINCHLEY, LONDON N3.  
TEL: 01-346 7013.

### ONE-SIZE TIGHTS

from £2.75 doz. plus VAT.  
Childs Ribbed tights from £4.66  
doz Tax Free. Min. order 10  
doz. overall. CWO. Carriage  
free. Full price list with other  
lines.

### E & R KAYE,

16/18 New Bridge Street,  
London EC4.  
Est 40 years

### ALAMI IMPORT & EXPORT LTD

HANDKERCHIEFS, LOOSE AND  
BOXED, RANGE OF TEA TOWELS  
JACQUARD AND HANDLOOM  
TOWELS, PILLOW CASES,  
YELLOW DUSTERS, FACE CLOTHS,  
BABY NAPPIES, TERRY SOCKS  
REAL FUR. BULK INQUIRIES WELCOME



HOPEGLADE HOUSE  
19 23, KINGSLAND ROAD  
LONDON E2 8AA  
Tel 01 729 5501 (4 Lines)

Cables: SUNAMEX LONDON Telex: 893903 ALAMIG

### BRANDED COSMETICS & PERFUMES AT COMPETITIVE PRICES

Come and see our very extensive range  
CASH & CARRY: Monday, Tuesday, Thursday,  
10am-8pm; Wednesday & Saturday, 9am-5pm;  
Friday, 10am-6pm; Sunday, 10am-2pm.

### C. T. MARKETING LTD.

New Tythe Street, Long Eaton, Notts.  
Tel: 06076 61517.

## Stocktaking

### PHARMACY STOCKTAKING

ECONOMICAL FEES  
South East Stocktakers

38 High Street, Ongar, Essex  
Tel: Ongar 364484 Hornchurch 41300

## Trade Services

Tablet Production,  
Liquid Production,  
Powder Production,  
Packing...



CONTRACT PHARMACEUTICAL SERVICES LIMITED  
Park Road, Overseal, Burton-on-Trent, Staffordshire  
Telephone: 0283 221616, Telex 341345

LET YOUR BUSINESS BENEFIT  
FROM C&D CLASSIFIED  
0732 364422 Ext 272

## Shopfitting



### SHOPFITTING SERVICE

### N.P.A & NUMARK APPROVED

FREE PLANNING AND ADVICE.  
FOR YOUR SHOPFITTING  
PROJECT.

Contact:  
**LUXLINE, 8 COMMERCE WAY,  
LEIGHTON BUZZARD, BEDS.**  
Tel: 0525 381356.



## LEXDRUM

0626 832308

WE OFFER A PROFESSIONAL  
SHOPFITTING SERVICE FOR THE  
RETAIL PHARMACY

LEXDRUM STOREFITTERS  
Chapple Rd, Bovey Tracey, Devon.  
0626 832308

## marspec SHOPFITTING LTD

Attractive modular shopfittings at competitive prices.  
For a new perspective in pharmacy design.

Telephone: 0392 216606  
Unit 4B, Grace Road, Marsh Barton,  
Exeter, Devon.

## A-LINE

### THE INDEPENDENT SHOPFITTER

For consultancy service to complete re-fitting.

Contact: **A-Line Shopfitters, 3 Lea Walk,  
Harpenden, Herts. Tel: (05827) 64150.**



### STORE FITTINGS LIMITED

For the ULTIMATE in  
pharmacy design with  
emphasis given to individual  
requirements.

Telephone:  
0626 832059 -  
Northern Sales:  
Carlisle 0228 47149

Allplan House, Cavalier Road,  
Heathfield, Newton Abbot,  
Devon TQ12 6TG.

## FOR SALE

CHEMIST FITTINGS, WALL  
FITTINGS AND COUNTER/  
WINDOW DISPLAY UNITS. EX-  
LANCASHIRE SHOPFITTERS.

Contact:  
Tony Elliott, Arnold Scrine Ltd,  
Silver Street, Bradford on Avon,  
Wiltshire. Tel: (02216) 2212.

## FOR SALE

Chemist fittings, wall fittings  
and counters. Ex-Lancashire  
shopfitters.

Contact: K.W. Davies.  
32a Cowbridge Road East,  
Cardiff, Wales.  
(0222) 23760



## Writing to your MP(s)...

**Derby pharmacist Mr Barry Wilson has won support from three local MPs to oppose Government plans to cut chemist profit margins.**

Following the launch of the Pharmaceutical Services Negotiating Committee's publicity campaign, and David Sharpe's plea for pharmacists to contact their MPs, Mr Wilson did just that.

In their replies Mr Greg Knight (Con) said: "I take note of what you say and will take up the matter with the Department of Health." Mr Peter Rost (Con) said he would mention the matter in Parliament, and Mrs Margaret Beckett (Lab) had "a great deal of sympathy with what you say." She asked to be kept informed and said she would do anything she could to help.

Mr Wilson has three shops, one in each MP's constituency, and to lend added weight to his opinion, is chairman of the Derby Branch of the Pharmaceutical Society. He has also been on the local pharmaceutical committee for the past two-and-a-half years.

The story received good coverage in the local Press and radio, and prompted a letter of support from Mr G. James, managing director of local wholesalers Richard Daniel & Son Ltd.

## The Bard of Bradford

**Anyone interested in a limited-edition collection of 30 mostly unpublished Shakespeare poems — signed and numbered by the author — for just £2?**

Before you reach for your cheque book, these are the work of Colin Shakespeare, MPS, late of Bradford Technical College and currently a proprietor pharmacist in the town's Oak Road.

"Of course, with a name like mine, I hated poetry at school," he confesses. "But I developed an interest in Gerard Manley Hopkins at the age of 18, and I've been following modern poetry ever since.

"Poetry is a very great part of my existence. There's always something to learn from masters such as Dylan Thomas, W.B. Yeates and Philip Larkin, of course, but ultimately I believe a poet must develop his own voice."

Cricket often provides inspiration for Mr Shakespeare — his collection is entitled "Seamers". Four of his cricket poems have



The interior of Mr C.A. Park's pharmacy in Plymouth (see *C&D* p1087 December 17/24/31, 1983) which closed down on New Year's eve when Mr Park retired. The picture shows a brass balance, glass-handled drawers and pharmaceutical drug jars. The original fittings, which are still in use, are to be sold by auction later this month.

already seen print in *Wisden Cricket Monthly* and the *Bradford Telegraph & Argus*.

Other favourite subjects? "All the things a poet writes about. Love, death — and occasionally retail pharmacy!"

"Some of my work is humorous, and some not, but for a poem of mine to make someone laugh gives me as much pleasure as anything."

Mr Shakespeare had 500 copies of "Seamers" published last December. Twenty-six have been signed and lettered A-Z. So far 100 have been sold.

Should he ever be tempted to despair at the lot of the unknown poet, Mr Shakespeare turns to his "secret weapon". He's the proud owner of a record featuring Philip Larkin reading his own poems — numbered 36 out of an edition of just 100!

Copies of "Seamers" (£2) are available from the author at 9 Oak Lane, Bradford BD9 4PU. The example below is entitled "Tower Blocks".

From the tops  
Of tower blocks  
You might see  
Open country  
Where country people  
With country houses  
Have country views,  
And small-spired churches  
Have country pews,  
Where Town and Country Planners  
With perfect table manners  
Have their own Chez Nous,  
But here in flats ascending  
And seeming never ending,  
With the out-of-order lift  
Climb the stairs, keeps you fit,  
Once in your room you can sit  
By the narrow window slit,  
There you can sit and talk  
At the level of the hawk,  
Fluttering to stillness above  
Waiting for the ground to move.

## Cookshop video causes a stir

**Boots received some unwelcome publicity just before Christmas when their store in Barnstaple, North Devon, was accused of showing pornographic films on the Cookshop video display!**

A passing shopper claiming she had complained to staff at the branch, passed the story on to a local newspaper. In due course, it was picked up by the nationals.

However, when Boots checked the tapes held at Barnstaple, nothing untoward could be found. What's more, staff at the branch said no complaints regarding the video had been received. So it looks as if the whole affair was a hoax.

## Good game?

Vestric marketing manager John Kerry proved himself "game for anything" when he entered the LWT programme "Game for a Laugh".

He was filmed undertaking a crash course on "survival and sleeping rough" with fellow marketing manager Mike McGee of Lonsdale Food & Drink Wholesalers, and presenter Henry Kelly. The tables were turned on Henry though when, towards the end of the programme, it was revealed that only he was to spend the night outdoors — John and Mike were off to the pub.

But it didn't end there — the last laugh was on Mike. At a Vestric suppliers' conference a video of his appearance was played for all to see.

Keith Banks is the new managing director of Varta Batteries, succeeding Douglas Marcham who retired at the end of last year.

Mr Banks joins the company from Saft UK, where he was a director. Prior to this he spent 23 years with Ever-Ready (Special Batteries), eventually becoming sales and marketing director.

■ **Pharmaceutical Packaging (Leeds) Ltd:** Michael Coles takes up a post as sales and marketing manager.

■ **Osmond Aerosols Ltd:** Mr D.K. Thomas becomes financial director, joining the company from Imperial Foods.

■ **Wyeth Laboratories:** Roger Waugh is appointed sales manager with responsibility for the company's pharmaceutical products in Eire. Mr Waugh, who joins from Richardson Vick's Irish operation, was educated at St Andrew's College, Dublin.



# The choice is Ransom...naturally

For nearly 150 years William Ransom & Son have specialised in medicinal manufacture from natural raw materials and no-one knows the business better.

Ransoms are known worldwide for their complete manufacturing service which includes Galenicals, Liquid Formulae Generic Medicines, Medicinal and Oleo Resins, Concentrated Extracts and Chlorophylls. The extensive range includes more than 700 products.

In particular, their international reputation for the extraction of products of vegetable origin is the envy of much larger companies in the pharmaceutical, food, herbal and cosmetic industries. The technical and scientific experience accumulated over nearly a century and a half of production has led to the company's widely acknowledged contribution to plant extraction and analytical techniques.

Still a totally independent company, the concern of William Ransom & Son is to combine the traditional values of quality, service and personal attention with modern stringent Quality Control.



*Fucus vesiculosus*  
(Seaweed or bladderwrack)

*Bladderwrack is a seaweed found on the coast of Great Britain. It has uses in medicine, as a fertilizer, and also as a manufacturing source of potassium, soda or iodine. In medicine, bladderwrack and its preparations have been used to treat obesity, peptic ulcer and constipation.*

## Confidential Manufacturing Service

*Ransom's enviable reputation is now being utilised through their confidential manufacturing service to an increasing number of companies.*

*The Hitchin factory, equipped with the very latest filling and packaging equipment, enables Ransoms to meet most requirements for liquid preparations.*

*These may be manufactured to official standards or to customers' specifications and packed in bottles over a wide volume range.*

*For any liquid product at the development stage, or any established product which could be made and/or bottled using more up-to-date methods,*

**the name is Ransom . . . naturally**



## William Ransom and Son plc

Pharmaceutical Manufacturers,  
Bancroft, Hitchin, Hertfordshire SG5 1LY, England.  
Telephone: Hitchin (0462) 34575/7, Telex: 825631



A WORLDWIDE SERVICE

INTERNATIONAL REPUTATION

ESTABLISHED 1846



NOW WITH  
**£1 MILLION T.V.**  
ADVERTISING SUPPORT

# Pain relief that is built to last

Good news for those of your customers for whom pain is part of everyday life. Many could benefit from the anti-inflammatory power of aspirin, power that paracetamol cannot offer, if it were not for the potential effects of aspirin on the gastric mucosa.

New Duralin provides up to six hours' relief from pain and inflammation. Yet each two-tablet dose contains, in addition to 1000mg aspirin, 450mg of antacid. This not only speeds absorption but also reduces acidity, making Duralin kinder to the stomach than plain aspirin.

New Duralin has been developed by Bristol-Myers, one of the world's top ten pharmaceutical companies. Duralin comes in solid dose form (tablets and capsules) because research shows that that's what your customers prefer.

Duralin is a new dimension in long-lasting pain relief to add to your armoury. Bristol-Myers will ensure that your customers are made aware of where the enduring power of Duralin can be found: in their local pharmacy.



New  
Extra Strength  
**Duralin**\*



**BRISTOL-MYERS PHARMACARE\***

Bristol-Myers Pharmacare, Bristol-Myers Pharmaceuticals, a division of Bristol-Myers Co. Ltd.,  
Station Road, Langley Slough SL3 6EB.

\* Trademark, Authorised User Bristol-Myers Co. Ltd. ©1983 Bristol-Myers Co. Ltd. DUR 02